

LIFE

SIR LAURENCE OLIVIER
AS
HAMLET

MARCH 15, 1948 **15** CENTS
YEARLY SUBSCRIPTION \$5.50

Wonder bar!

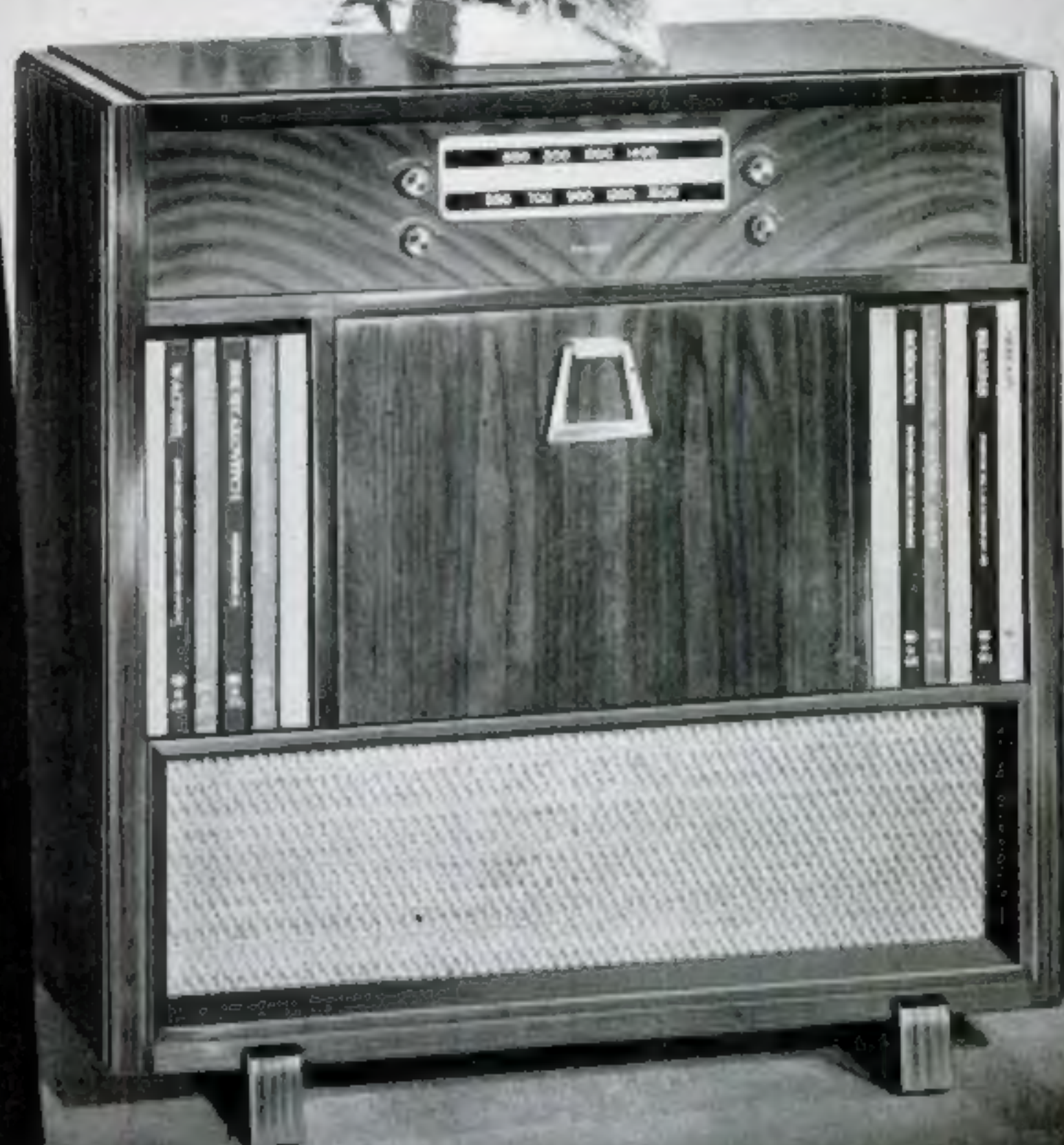


No crowding, no confusion—
there's a "separate compartment"
for everything on this
wonder bar! Brand new idea,
and brand new Cannons
to go with it—chevron-striped
and struck with coin-dots,
dipped in Easter-fresh colors!
They're long, wide, water-
loving. They're one more
reason why Cannon towels
are all the talk—whether
their price tag reads about 39c
or ranges up to \$2.95.

Cannon Mills, Inc., 70 Worth Street, New York 13, N. Y.



JUST A FEW OF CANNON'S 14 COLORS -- NOW SHOWING!



*A New High in Value at \$179.95**

SMART MAHOGANY CONSOLE WITH AMPLE STORAGE FOR RECORDS

This new Philco 1283 radio-phonograph reveals beauty at its best . . . beauty in design and finish of cabinet . . . beauty in tone from both radio and records. Automatic record-changer, gentle and failure-free. America's unmatched value in a radio combination!

PHILCO

Famous for Quality the World Over

Wednesday is Bingsday! Listen to Bing Crosby on Philco Radio Time, Wednesdays at 10 P.M. in the East, 9 P.M. everywhere else. ABC Network and many additional stations.

*Slightly higher Denver and West.



Stronger!



Thirsty! soft!



Many tissues are strong in one direction only.



YES is strong both ways! Stretch it and see!

In the ONE-or-MANY box! With the wide, wide opening you don't HAVE to take tissues one at a time. Suit yourself — ONE tissue or MANY-at-once! Single tissues lift out open for use. Many-at-once come out in a neatly folded stack for purse or pocket. Personal Products Corporation, Milltown, N. J., Chicago and San Francisco.

Today's Most Wanted Radios

*...At the Lowest
Prices in Years*

Leaders in Value! Leaders in Style!

Your searching, your shopping is over. Here are General Electric post-war radios that help your dollars get back their pre-war buying power. The same money can buy you less—but *never more!*

No wonder today's most wanted table radios bear the name General Electric. They deliver stand-out performance. They deliver exclusive G-E **natural color tone**. They deliver all-out value. Remember, there's one sure way to pick the finest. Look for the G-E monogram. Visit your General Electric radio dealer. Ask for a demonstration. See, hear, compare. Then buy a G-E.

GENERAL ELECTRIC

LEADER IN RADIO, TELEVISION AND ELECTRONICS

General Electric Company, Electronics Park, Syracuse, N. Y.

natural color tone radios



BEA WAIN, young America's popular singing favorite



Wanted for its matchless G-E natural color tone!

Wanted for its popular price! Small in size, big in performance. Easy, precision tuning. An AC-DC superheterodyne table radio in warm brown plastic. Ask to see Model 114.



Popular-priced table model brings in your favorite programs in natural color tone! AC-DC superheterodyne circuit. Dynapower speaker and exceptionally easy-to-read dial. Beautiful rosewood plastic cabinet. Model 115.



Modern in design—moderate in price! Beautiful natural color tone. Clean, easy tuning. Packed with power. Plays AC-DC. Superheterodyne circuit and Dynapower speaker with G-E Alnico 5. Lovely ivory plastic cabinet. Model 113W.



An outstanding value! An outstanding performer! Delivers year-in-year-out dependability. It's AC-DC superheterodyne with G-E natural color tone. Sharp tuning. Plenty of power. Gleaming rosewood plastic cabinet. Model 102.

Tune in General Electric House Party weekday afternoons on CBS and the Fred Waring Show Monday nights on NBC.

This One



6WL4-FED-9G4L



SAFE-GUARD HYDRAULIC BRAKES...
a third more effective



LEVEL-RIDE COMFORT...
of long 117" wheelbase



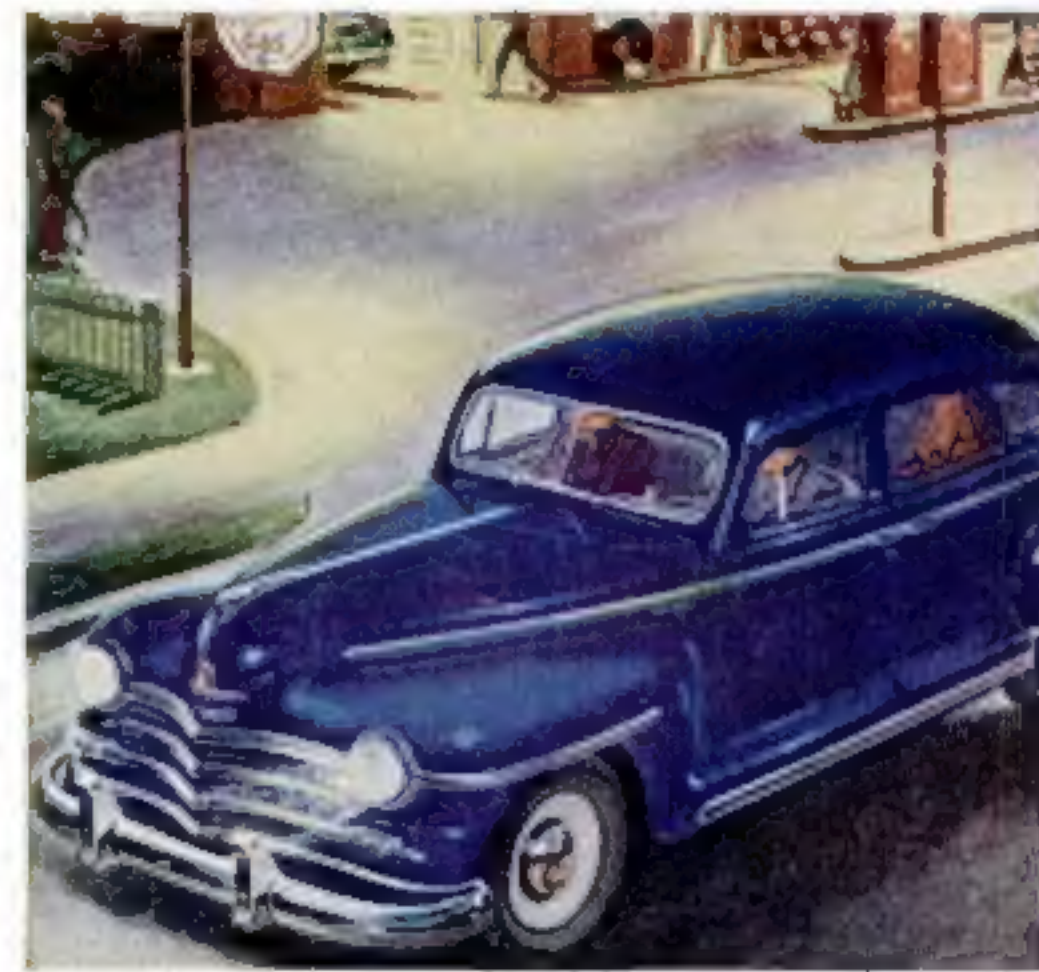
FLOATING POWER ENGINE MOUNTINGS
for smoothest performance



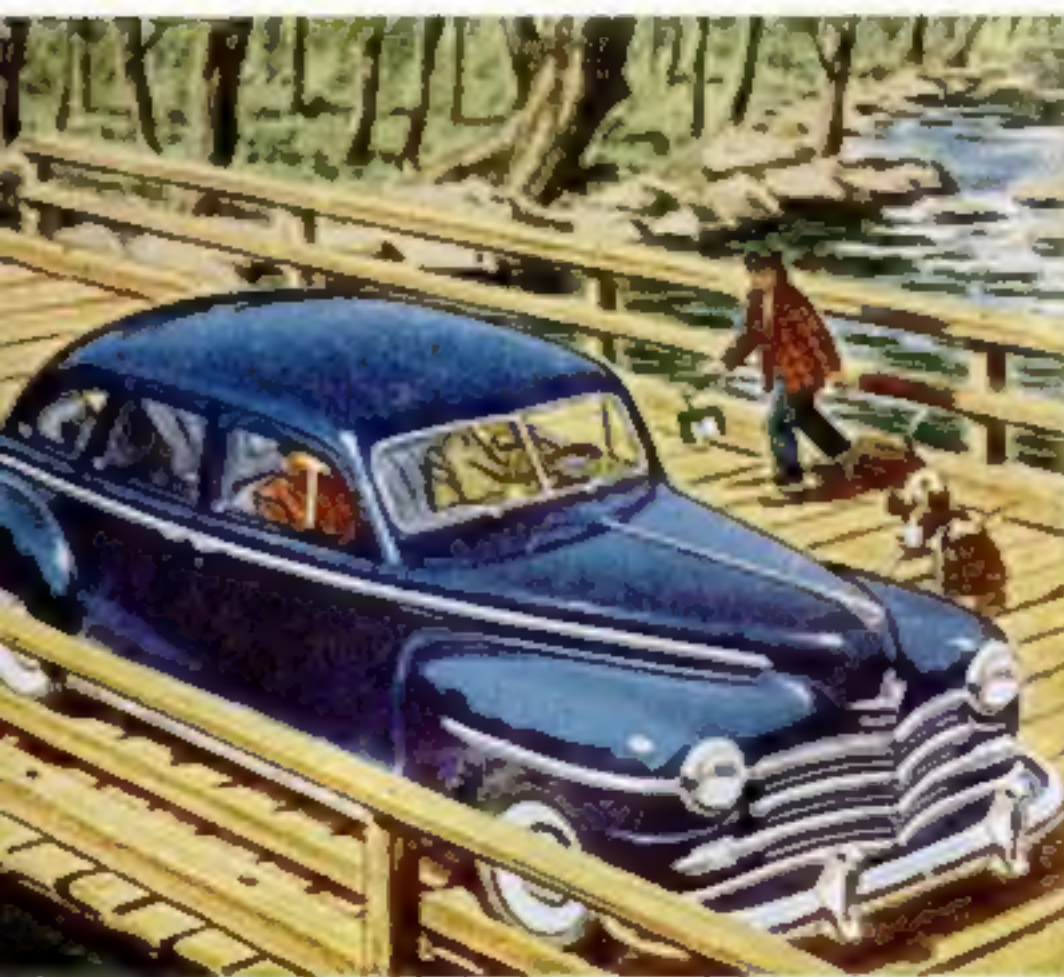
CUSHIONED STARTING AND STOPPING
of Hotchkiss Drive



CLOG-FREE FUEL SYSTEM...
with Oilite Gas Filter in the tank



SLUDGE-FREE ENGINE LUBRICATION
with Floating Oil Intake



SOFTER-RIDING SUPER-CUSHION TIRES
as standard equipment



SILENT OPERATION...
of Chain Camshaft Drive



NEW, WIDER SAFETY-RIM WHEELS...
to reduce tire-failure hazards

Of the leading lowest-priced cars **Only Plymouth**
gives you any of these great features—with Plymouth you get them all!



PLYMOUTH BUILDS GREAT CARS... GOOD SERVICE KEEPS THEM GREAT. Your nearby Plymouth dealer will provide the service and factory-engineered parts to keep your present car in good condition while you're waiting for your new Plymouth. PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

LIFE'S REPORTS



SOVIET-BOUND, EXILES OF 30 YEARS EMBARK FOR UNCERTAIN FUTURE

"NO WORSE THAN A DOG"

Shanghai's White Russians go home but find little promise in the Soviet promised land

by WILLIAM P. GRAY

In the two years since V-J Day millions of northern Asia's peoples have fled southward as refugees from civil war and spreading Soviet domination. The rule of flight, however, has had one notable exception: the countermarch of some 6,000 former White Russians from a long exile in China, back to the motherland which most had fled to escape the terror of Bolshevism. This was the rare case of thousands of relatively free people electing a fate about which only one thing was certain: it was irrevocable. Whether or not this remarkable migration was wise or tragically foolish is caustically debated these days in Shanghai, where most of the re-emigration originated. There is evidence, in cautious letters from many of the 6,000 who willingly pulled Comrade Stalin's famous iron curtain shut behind them, that the experience has brought, at the very least, quick disillusionment.

The story began with the Bolshevik revolution, when the czar's beaten officers and other supporters retreated eastward across Siberia, sometimes alone, often moving their buxom wives and sizable families toward refuge in Vladivostok or Harbin, an old Russian city in Manchuria. By 1918 hundreds were passing the Great Wall southward, entering China. In the winter of 1922 a scrubby flotilla of assorted White Russian naval vessels from Vladivostok moved into China's Whangpoo River and deposited one great load of about 5,000 miserable refugees on Shanghai's docks. More came overland, by railroad from the north, to settle in Tientsin or Shanghai, China's great coastal cities. By the mid-'20s about 35,000 had arrived; Russians were the biggest single element in Shanghai's large foreign colony.

Fortune did not favor many of the emigrants, however. Mainly they were broke and stateless, without friends, without an ambassador to speak for them or Marines or gunboats in port to protect them. Cossack colonels became warehouse watchmen, once-wealthy businessmen from Kiev or Odessa could find jobs only as waiters. They had escaped the Bolsheviks, but their lot was still bitter. Neither the other foreigners nor Shanghai's Chinese employers did them many favors. There were three wage scales—the Chinese at the bottom, the Europeans (including Americans) at the top, and the Russians somewhere low in the middle with the local Portuguese and Eurasians. The leading Russian composer in China, Aaron Avshalomoff, whose works have been conducted by Stokowski, once earned his living as a slaughterhouse coolie.

Nobody knew exactly how many White Russians eventually took

CONTINUED ON NEXT PAGE

Almost a cinch like this with Benex Brushless Shave



Dear Benex:

I see shaving rules are different this year...thanks to you!

Sure...Benex actually lets beards soak up 1/5 their weight in water.

You've got the first brushless shave that ever took the measure of my whiskers. Benex softens up my battling beard till it's limper than wet wash. My razor meets less resistance than a bachelor on a cruise.

Because Benex strips the tough, oily, razor-battling "raincoat" off each bristle.

And Benex keeps 'em soaked all shave long

You say Benex makes beards 1/5 water. Say, seems like my whiskers take on more water than a whale with the hiccups. Anyway, my blade whistles through 'em like wind through a tunnel.

My hat is off to you, Benex. So is, my beard.

Thanks a-plenty.

Gary Voth
5934 N. Maplewood Ave.,
Chicago 45, Illinois

Beards become 1/5 water (and shavers cheerers)

with new



P. S. to you with the problem beard—Benex gives super shaves—closer, quicker, fresher-feeling! Benex goes easy on, easy off—no greasy feel... just wash face, spread on, shave, rinse. Benex won't clog razor—light and creamy, it rinses instantly... won't gum up razor or drain. Get it? Get it today at your drug counter.

Bristol-Myers' Brushless Wonder



You say
the little lamb
is roaring
like a
LION?



JOAN: I guess my mother is like most grandmothers. My little boy Billy (whom mother calls her "little lamb, bless his heart") was having tantrums with a capital T... and when I told mother about it, this is what she said...



JOAN: Imagine—blaming me for Billy's bad temper! I told mother, rather icily, that Billy was suffering from constipation and that I was going to do everything I could for him—not to him. Then mother said something that surprised me...



JOAN: Mother said, "Both conditions frequently come together, in children and grownups alike. So by all means give Billy Phillips' Milk of Magnesia. I use it myself, because it's an excellent laxative and a marvelous antacid, too."



JOAN: I took her advice and gave Billy Phillips' at bedtime last night. He slept soundly and awakened this morning to such gentle, effective relief that from now on his Daddy and I intend to use Phillips' Milk of Magnesia ourselves!

SO GENTLE FOR CHILDREN...SO THOROUGH FOR GROWN-UPS

PHILLIPS'
MILK OF MAGNESIA
Liquid or Tablets

Get the 50¢ bottle: Contains three times as much as the 25¢ size. Also in convenient, pleasant-tasting tablet form—25¢ a box, less than 1¢ a tablet.

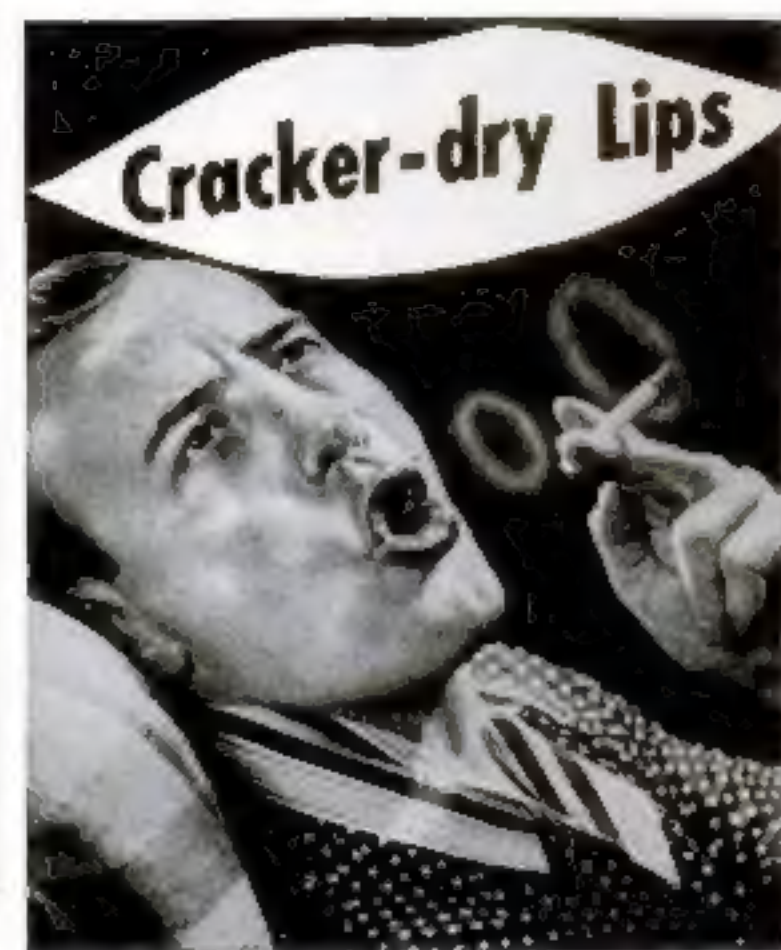


refuge in China, but a sizable final wave came from Manchuria in 1932. The older people had language difficulties, but many of their children, exposed to the multilingual culture of Shanghai's international settlements, soon could babble in three to six languages. The girls were shapely and attractive, and often married respectably and well and made good wives. In many cases, however, economic necessity made the companionship of these blondes from Siberia easily available to the male population, transient or resident, single or married, on the broadest and most tolerant bases. Shanghai's Russian women developed a cosmopolitan reputation as perhaps the most beautiful, talented and unfaithful mistresses in the world.

The refugees' talents were also large in the arts—they organized theater and opera groups, ballet troupes, orchestras and troops of Cossack horsemen. Their attraction was intellectual as well as physical. A foreigner who playfully asked a Russian nightclub hostess, "Do you know anything about Marx and Engels?" received the quiet reply, "I am an authority on dialectical materialism."

As a group they did not find any more happiness than prosperity in China but grew to hate the snubs and the constant clawing threat of poverty; they suffered mentally from their lack of nationality. A few took Chinese citizenship. Those who could afford it, or married into such good luck, left for Europe or the U.S. or South America. The majority remained a lost and lonely people.

Until the second World War most of these refugees retained their hatred of the Bolsheviks, but slowly many began to mellow and make their mental peace with Stalin's Russia—and to request Soviet citizenship. After their motherland shared the final Allied victory, a Soviet identity became more attractive than ever. Then, in the first winter of victory, Stalin's Russia started taking a sudden new interest in China's Russians. The awesome, old, gray stone Soviet consulate in Shanghai—"The House on the Whangpoo," as White Russians called it when they gossiped about the sinister Red secrets inside—took on the appearance of a mortuary suddenly embarked on a bright new mission. Conglomerate queues of reformed old Bolshevik-haters—500 to 600 a day—



Cracker-dry Lips

Smokers have them, indoor workers have them, early risers have them—most everyone has cracker-dry lips off and on. Licking them won't help, but 'CHAP STICK' will. Its soothing comfort is swift and lasting. That harsh dryness vanishes in a twinkling—smoking pleasure is increased—your lips feel fit.

Keep famous 'CHAP STICK' handy—the great little lip reparative for chapped, cracked, parched lips. Easy to apply—Specially medicated, it's the one and only anti-septic lip balm.



"MY
call is for
air-o-magics"

I'm a "junior executive"... and AIR-O-MAGIC is my shoe... 88 comfort-construction features—including patented, hand-moulded innersoles that cannot crack or curl. No breaking-in needed. Get AIR-O-MAGICS and get more than your money's worth!



MODERATELY PRICED

STYLE NO. 554

air-o-magic
Shoes

WITH PATENTED HAND MOULDED INNER SOLES

FREE BOOKLET
What to wear with what!
Hints for smart, correct dress
for every occasion. Write today!

MARION SHOE DIVISION, Lady Shoe Co., Inc., Dept. J2, Marion, Ind.

CONTINUED ON PAGE 1



THEY'RE IDENTICAL TWINS!!



JUST AS
GENUINE FORD PARTS
ARE IDENTICAL TWINS TO
THE PARTS BUILT INTO
YOUR FORD

*Right
for Fords!*

Look for this Genuine Ford Parts sign

● You'll see it at thousands of Ford Dealers and selected independent garages from coast to coast. It's important to you and your Ford, because Genuine Ford Parts are right for Fords—made right to fit right and last longer. They're exact duplicates—identical twins—to the parts which went into your Ford when it was new. Save time, money, trouble—with Genuine Ford Parts!



"Soaping" dulls hair Halo glorifies it!



Yes, "soaping" your hair
with even finest liquid or cream
shampoos hides its natural
lustre with dulling soap film



- Halo is made with a new patented ingredient. Halo—not a soap, not a cream—cannot leave dulling film! • So Halo reveals the true natural beauty of your hair the very first time you use it, leaves it shimmering with glorious highlights. • Needs no lemon or vinegar after-rinse. Halo rinses away, quickly and completely! • Makes oceans of rich, fragrant lather, even in hardest water. Leaves hair sweet, clean, naturally radiant! • Carries away unsightly loose dandruff like magic! • Lets hair dry soft and manageable, easy to curl!

• Buy Halo at any drug or cosmetic counter.

Halo Reveals the Hidden Beauty of Your Hair!

LIFE'S REPORTS CONTINUED

moved through its long, cold ground-floor corridor, like people in a soup line, to apply for Soviet citizenship. The Supreme Soviet had offered citizenship to all Russian émigrés in Shanghai, Tientsin, Peiping and Sinkiang Province (on the U.S.S.R.'s southeast border).

The Soviet offer was ridiculed by stubborn White Russians, who vowed to hold out forever and warned those who took the lure that they were falling into Stalin's trap. Shanghai's White and Red Russian press fought a propaganda war. Many Shanghai Russian families were split by pro- and anti-Soviet lines. The indoctrination of children had high priority. At a summer camp near Shanghai last year, Soviet and American youngsters had occasional fist fights over the question of which nation won the war against Japan.

When Moscow announced last summer that it was ready to begin repatriation of China's Russians the reaction of the faithful, as reported by the Soviet press, approximated religious hysteria. There were mass meetings and editorial hosannas. In Tientsin one brand-new Soviet citizen expressed the converts' burning hope in a single sentence: "This act of the Soviet government means for us the end of ceaseless roaming, of bitter thoughts, of a homeless old age." The chairman of the Association of Soviet Citizens cried, "We should consider ourselves very fortunate to have received permission to return..." A telegram was dispatched to Moscow: "Sincere thanks to our government and to our very dear Comrade, Stalin. We promise to devote all our strength, knowledge and experience to the sacred work of rebuilding our country."

In Shanghai, Aza Alexeyevna Abramova, a newspaperwoman, wife of an automobile mechanic, mother of two boys 6 and 7 years old, grew emotional: "I am happy to contribute my little share in the reconstruction of my country. . . . I am taking back two sons—soldiers. I firmly hope that they will help their parents to pay their enormous debt to their motherland."

A Shanghai Soviet newspaper, in a farewell comment about a boxer known as "Young George," revealed the thoroughness of Soviet indoctrination of the converts. It explained that Young George won his fights on points, rather than



In early days, a neck yoke eased the work of carrying the heavy buckets of sap from Vermont sugar maple trees.

Here's real old-time maple sugar flavor

If you're hankering for real maple sugar flavor in your syrup, we would like to have you try our Vermont Maid Syrup.

To get a real maple sugar flavor, we first select maple sugar that's rich and full-bodied, then blend it with pure sugar. This blend makes the maple flavor uniformly rich and delicious.

Every bottle of our Vermont Maid Syrup has the same real maple sugar flavor. At your grocer's.

Penick & Ford, Ltd., Inc.,
Burlington, Vermont



Vermont Maid
Syrup

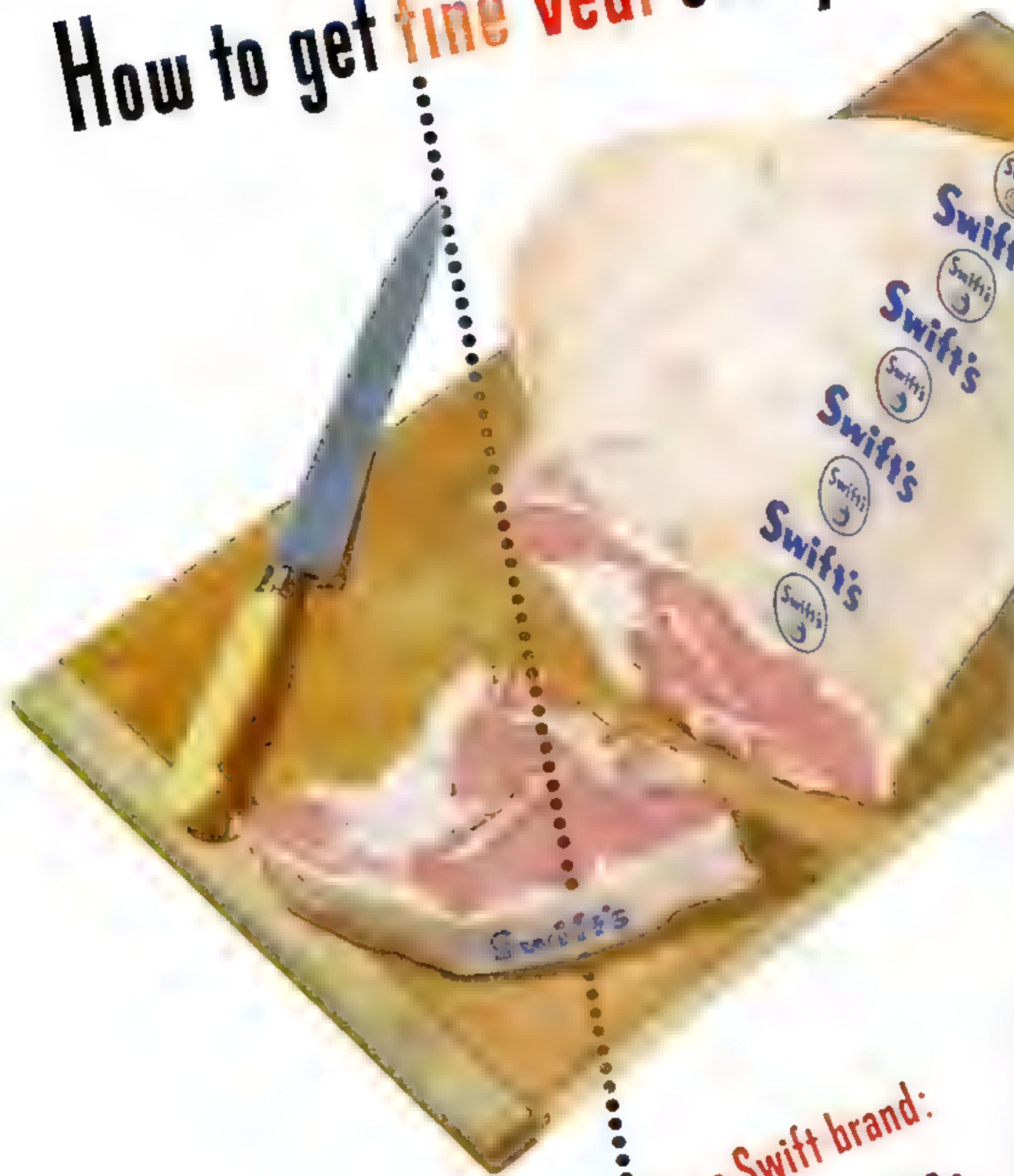


ENTER THE STARDUST CONTEST...
Pictured is lovely Joan Murray, winner of the last Stardust Beauty Contest, now a Walter Thornton Pin-Up Girl. Enter our 1948 Contest now. YOU may be the lucky winner of \$500 first prize or 27 other awards! Just send recent non-returnable photo, with height, weight, bust, waist and hip measurements before May 31, 1948. Decisions of famous beauty judges are final. Mail entry to P. O. Box 65, Murray Hill Station, N. Y.

BY THE MAKERS OF STARDUST FASHION-WEAR

CONTINUED ON PAGE 11

How to get **fine veal** every time...



YES, YOU CAN BE SURE of getting tender, juicy, wonderful tasting veal every time! All you do is look for a Swift brand name—Swift's Premium, Swift's Select, or Swift's Arrow—right on the meat itself. Men whose lifework has been the judging of fine meat select this veal for your table. It's *always* fresh and flavorful... good right down to the last juicy tidbit. So look for, ask for, Swift's Branded Veal at your meat market.



**Just look for a Swift brand:
Swift's Premium,
Swift's Select or
Swift's Arrow
right on the meat!**



Martha Logan

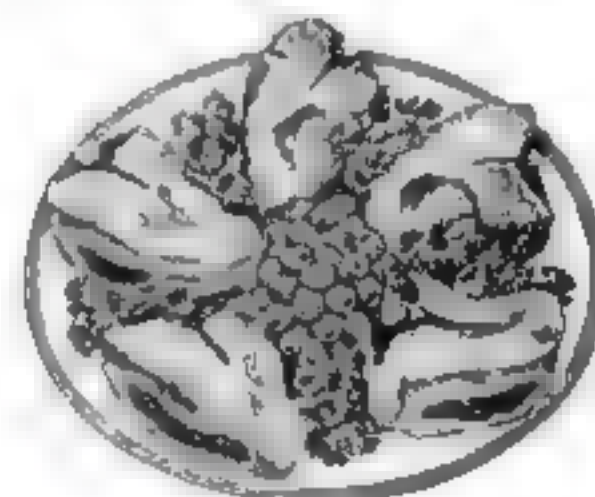
*Swift's Home Economist,
gives you*

HINTS ON COOKING VEAL CHOPS



IT'S ECONOMICAL as well as delicious to *stuff* veal chops. With a sharp paring knife, cut a deep, wide slit in the fat side of loin chops. Fill with your favorite bread or fruit dressing. Fasten with toothpicks or skewers.

TO FLOUR CHOPS QUICKLY, try this trick: Toss them, one at a time, in a paper bag in which you've placed flour and seasonings. For breaded chops, toss in *sifted*, seasoned crumbs, dip in slightly beaten egg, toss in sifted crumbs again.



BRAISING BRINGS OUT THE BEST in veal chops: After chops are coated, brown them in hot fat. Add about $\frac{1}{4}$ cup hot water (try such variations as apple or tomato juice, sour cream, or diluted mushroom or celery soup). Cover; cook slowly until tender—about 1 hour—on top of range or in mod. (350°F.) oven. Add more liquid *sparingly*, as needed. Hot stuffed olives make an interesting garnish.

In the finest Air Step
tradition . . . this new season's
collection of beautiful shoes. Now being
featured by leading retailers everywhere. Air Step
Division, Brown Shoe Company, St. Louis.
Shoes illustrated . . . 10⁹⁵ to 11⁹⁵
Other styles . . . 7⁹⁵ to 11⁹⁵



"BC" RELIEVES HEADACHES FAST!

Your choice—tablet or powder

Ask for "BC" Headache Tablets or "BC" Headache Powders today. The same wonderful combination of fast-acting ingredients in both... the same famous formula. Both soothe headaches, neuralgic pains and minor muscular aches. Two tablets equal one powder. On sale everywhere. Use only as directed.



COMPARE

THIS \$3.50

VENUS Hooded Pen

with any other pen at any price!

Quick Dry!

NO BLOTTER NEEDED
Uses quick-drying ink (writes dry) or regular ink. Exclusively designed.

Instant Starting!

Patented ink control under hood, keeps the 14 Karat gold point moist—for instant touch and flow!



only
\$3.50
plus tax

Every pen Pre-tested and Guaranteed by American Pencil Company—makers of famous Venus Pencils.



NADIA OSEROFF gets papers and handshake from a Soviet official.

by knockouts—because, as Young George himself said, "the Soviet sportsman cannot comply with the demands of the bourgeois public for a bloody boxing match in which the boxer is crippled and for which he receives only a few dollars. . . ." The newspaper added, "His correct behavior in the ring will assure him success in the Soviet Union." But not all agreed. Between last Aug. 1 and late September at least 50 "converts" changed their minds and renounced their Soviet citizenship in public notices in Shanghai newspapers.

On Aug. 10 the Soviet luxury liner *Ilich* prepared to sail with a shipload of repatriates. This first big exodus, marked by music and all the hustle and trappings of a gala farewell, was marred only by an angry White Russian's effort to stab a Soviet priest pronouncing a benediction on a Shanghai wharf. An anti-Soviet newspaper, the *Russian Word*, appealed to White Russians "to refrain from such demonstrations. . . . It is advisable for those who have a nervous disposition to stay away when such events . . . are taking place."

The first group of repatriates reached Soviet shores Aug. 13 and promptly sent a cable to Stalin: "Our life abroad has forever ended; we will work no more for foreigners or for their ideals; we are now among our own Soviet people. . . . We promise to devote all our strength and knowledge to our country . . . and even to give our lives for the freedom of our great motherland." During last autumn, other groups of repatriates also left for the motherland, landing near Vladivostok at a port named Nakhodka, where they were housed in barracks. They made the long trip westward on the Trans-Siberian Railroad in baggage cars. By mid-autumn news of the death of four of the travelers had come back to Shanghai. The hope that they

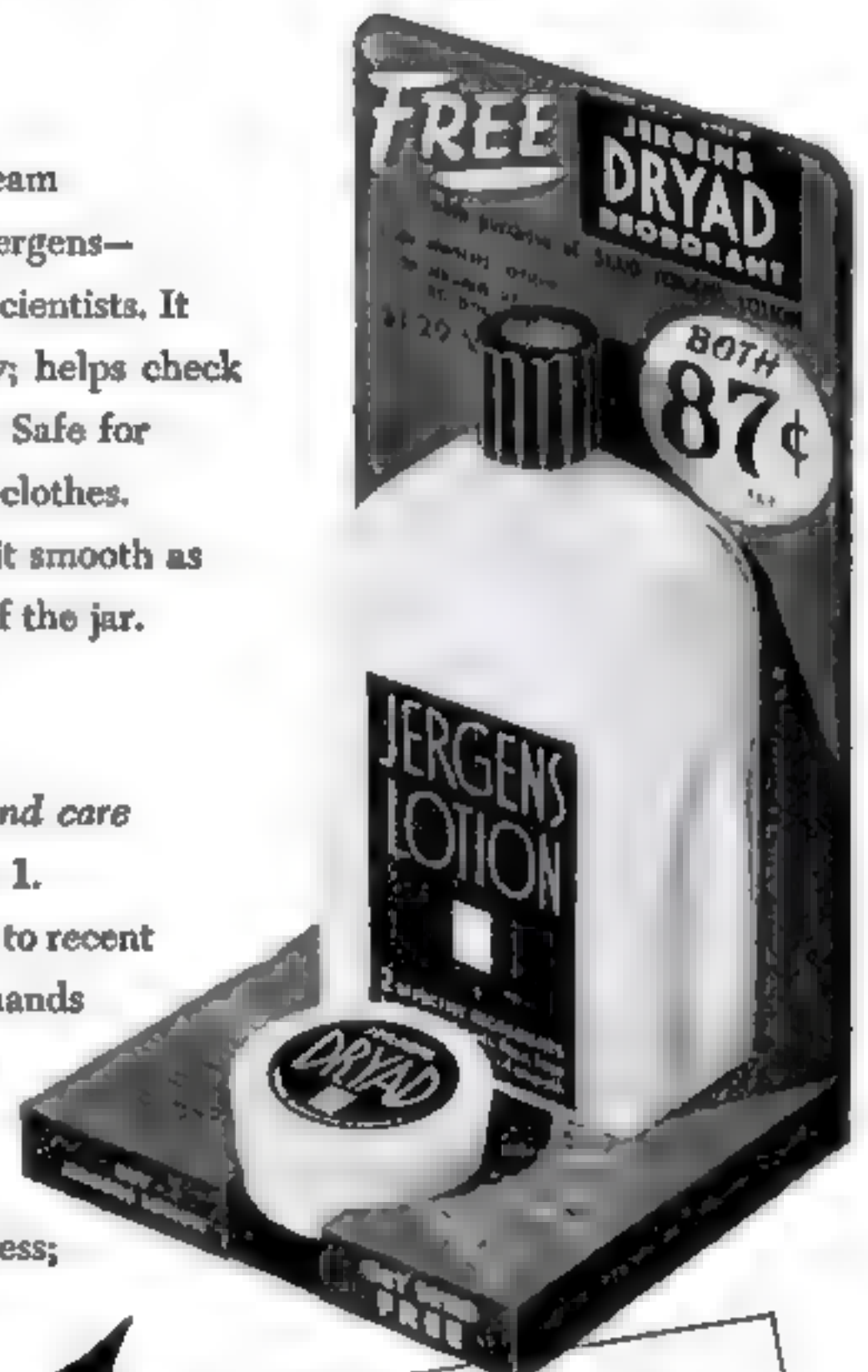
YOURS FREE!*
29¢ Jar NEW DRYAD deodorant
with Purchase of
\$1.00 bottle of JERGENS LOTION
for **87¢**

JERGENS
MAKES THIS GIFT OFFER
TO INTRODUCE YOU TO
AN AMAZING
NEW CREAM DEODORANT

Dryad is a new kind of cream deodorant developed by Jergens—approved by leading skin scientists. It stops odor instantly, safely; helps check perspiration more daintily. Safe for your skin . . . safe for your clothes. A secret ingredient keeps it smooth as face cream to the bottom of the jar.

Jergens Lotion—famous hand care
Hollywood Stars use, 7 to 1.

Finer than ever today, due to recent skin-care research—your hands feel smoother, softer; are protected even longer. Contains 2 ingredients many doctors use. No oiliness; no sticky feeling. For the softest, adorable hands, use today's Jergens Lotion.



*YOUR MONEY BACK

Buy this Jergens Gift Offer. Use the Jergens Lotion for 2 full weeks. If you aren't delighted with today's Jergens Lotion, mail it back to the Andrew Jergens Company, Cincinnati 14, Ohio, and they'll return your money. YOU KEEP THE DRYAD DEODORANT AS YOUR FREE GIFT.

Look For
This Gift Offer at
your Cosmetics Counter
Today

CONTINUED ON NEXT PAGE

False Teeth?



Soak your plate or bridge in Polident to keep it hygienically clean, odor-free



Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

MOST DENTISTS agree that brushing cannot cure the unpleasant offense known as DENTURE BREATH.

To keep dental plates clean, pure, free of tell-tale odors, more dentists recommend Polident than any other denture cleanser. Gentle, easy soaking in a solution of Polident and water every day is a safe, sure way to avoid DENTURE BREATH—and to keep your false teeth sparkling bright with their original natural look.

Buy an economical can of Polident, world's largest selling denture cleanser.

Use POLIDENT Daily

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

LOOSE FALSE TEETH?

Amazing New Cream
Holds Tighter, Longer
 than anything you ever tried
 or double your money back

POLI-GRIP
 Made and Guaranteed by
POLIDENT

LIFE'S REPORTS CONTINUED

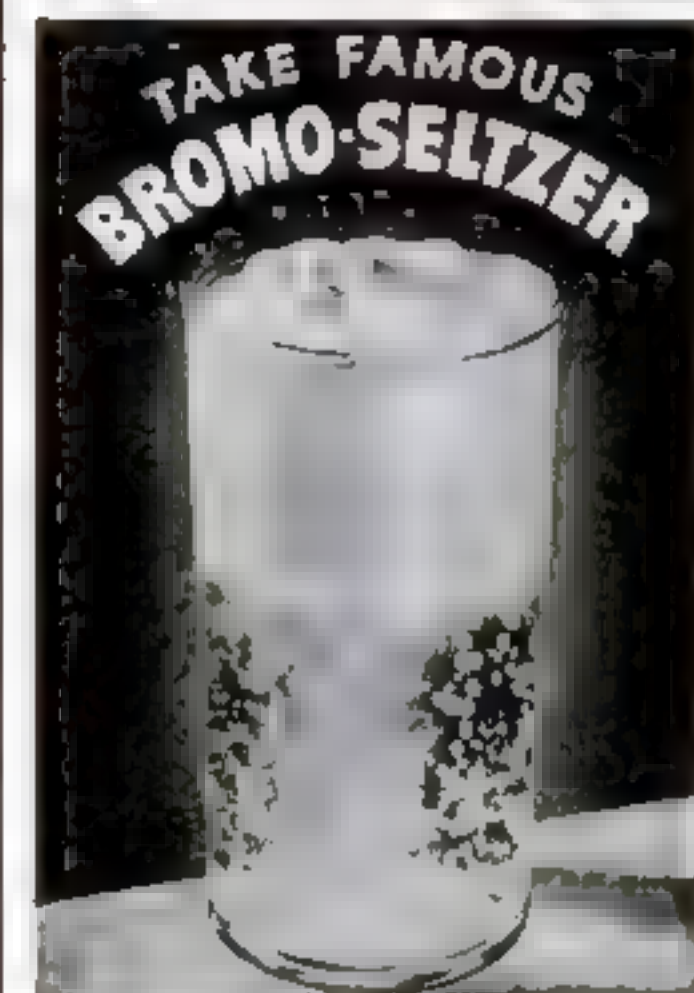
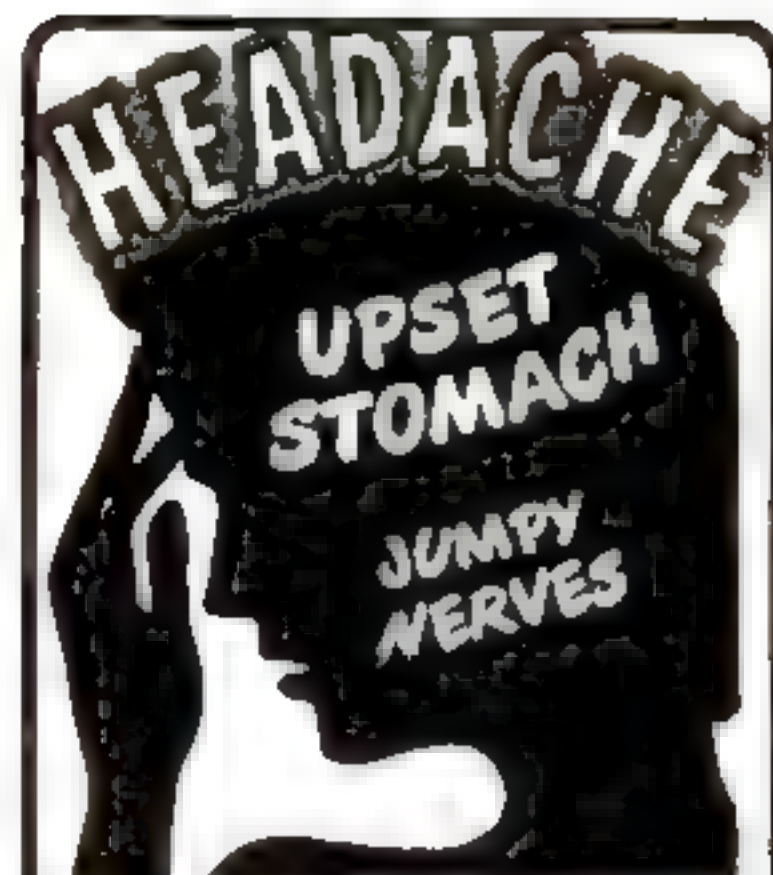
would be settled in places of their own choosing was not often realized. The Soviet government sent them to cities of its choosing, principally in western Siberia and the eastern rim of European Russia. Sverdlovsk, "Russia's Pittsburgh," received many of the 6,000.

Their letters have been coming back for several months now. They are usually masterpieces of restraint or uncritical enthusiasm. One speaks of "experiencing such a wonderful feeling of peace and rest"; another reports, "We are welcomed like heroes, as if we had done something wonderful." However, a mechanic who had left with a complete new chest of tools puzzled non-Soviet friends in Shanghai by writing for more; he had been relieved of the new chest and contents. "In general," his letter said, "I do not live worse than our mutual Chinese acquaintance Fa Li." It happened that Fa Li was the watchdog in a warehouse where the repatriate had worked in Shanghai.

The former secretary of the Tientsin Middle School, one R. I. Menkov, wrote in a letter reprinted by a Shanghai Soviet daily: "I live in Kemerovo and shall teach English in the local technical schools. . . . I am provided with lodging by the government. It is a one-room apartment with heating and electricity. I am satisfied with my life although it is rather difficult. It is presumed that after the October celebrations the conditions will improve considerably."

A surer indication of the lot of the repatriates may be found in the Soviet press in a close reading of sections of two letters from Miss Galina Keping of Tientsin, who was repatriated on the steamship *Cogol*. On the *Cogol*, said Comrade Keping, "We all asked them (the Soviet crew) whether we would be received as full-fledged citizens in the U.S.S.R. This question surprised them for everybody in the Soviet Union lives like one united family. I have talked to people who are office cleaners, and yet all are well-educated and very intelligent."

"I had wondered about the prices existing in the Soviet Union. The average salary is 1,000 rubles per month. Prices in the open market are the following: white bread, 40 rubles per kilogram; shoes, from 150 to 400 rubles. Rationed goods are still cheaper and the ration is more than enough. It is not common up here to have extra



When headache brings upset stomach and jumpy nerves, all at the same time, take Bromo-Seltzer for quick help. Because Bromo-Seltzer is famous for fighting ordinary headaches these three ways:

1. Relieves pain of headache
2. Relieves discomfort of upset stomach
3. Quiets jumpy nerves

which may team up for trouble. Simply put teaspoonful in a glass and add water. Bromo-Seltzer effervesces with split-second action... ready to go to work at once. Caution: Use only as directed.

Get Bromo-Seltzer at your drugstore fountain or counter today. Compounded in four convenient home sizes by registered pharmacists.



For FAST headache help: BROMO-SELTZER

PRODUCT OF EMERSON DRUG COMPANY SINCE 1887

CONTINUED ON PAGE 31



Hearing League President—Mrs. L. K., president of Franklin County Hearing League, is met by Consultant George Ross at Sonotone Hearing Center. She is enthusiastic about Sonotone's work for many Hearing League Members.



This monthly Sonotone "town meeting" at Greenfield, Mass., is typical of 1148 Sonotone Hearing Centers across the country. Here users from nearby towns meet regularly for convenient help, given by trained Consultants from over 300 centrally-located Sonotone offices. Old Sonotone users often bring friends who may need help, for audiometric hearing tests (foreground). As Centers grow, they often become permanent offices, operating Centers of their own.

BETTER HEARING HOLDS A "TOWN MEETING"

UP IN GREENFIELD, MASSACHUSETTS, people who wear Sonotone hearing aids get together once a month for a typical "town meeting". Some of them bring friends who want to find out about Sonotone. All bring problems. And what a blessed relief—when Sonotone Consultant George Ross from nearby Holyoke solves the problems then and there—while other Sonotone users chime in with encouragement!

There, again, appears the tremendous difference between wearing a Sonotone and any other hearing aid. Across America there are 1147 other Sonotone "town meetings" like Greenfield's, held once a month or oftener. And through these regularly-held Hearing Centers and its more than 300 permanent offices, Sonotone can always give the continuing care all hearing aid users need—wherever they live or go!

On the day when these pictures were taken, you could see how much this care means to people with hearing loss—and to their communities. Into Greenfield's Hearing Center came a file of the friendliest, finest, most useful people you'd ever hope to meet... businessmen, farmers, housewives, civic leaders. Most of these people were mak-

ing routine calls for batteries, accessories, regular check-ups... "little things" that can make the difference between hearing and not hearing. And if these people hadn't heard... well, the club president just couldn't have made her report. The church committeewoman couldn't have gone to committee meetings. The farmer couldn't have driven to market...

But Sonotone was *there* to make its hearing aids succeed. Sonotone takes that responsibility. Through its trained Consultants in offices and Hearing Centers everywhere, Sonotone gives all its users the benefit of over 25 years of experience with nearly 400,000 cases of hearing loss. It passes along to them, constantly, new improvements in instruments and methods produced by the world's largest research laboratories devoted entirely to hearing aids.

Wherever you live in the U.S.A., you can bring your hearing worries to Sonotone—and share in the most extensive service for hearing aid users ever offered to the public.

Remember—More people have been fitted with Sonotone than any other hearing aid.

Popular Postmaster from nearby Deerfield comes in for batteries and Sonotone's regular checkup of instrument performance. Mr. Paul H., with severe loss, hears successfully with Sonotone "700" and high-voltage batteries.



Your hearing deserves the BEST—The beautiful New Miniature Sonotone "900", with tiny batteries inside, offers a wholly new naturalness of hearing. Combines more power, dependability and economy than previous miniature instruments. As easy to wear as a wristwatch!



MAIL THIS COUPON NOW!

SONOTONE BOX 200, ELMSFORD, N. Y.

Please send me your new free book "Freedom From Fear", which tells the full story of Sonotone's plan for better hearing, and the story of the New Miniature Sonotone "900".

Name

Address

City..... State..... 14

© 1943, Sonotone Corp.



Both Work for Others—Sonotone user Mrs. Grace F., a past president of the Hearing League, is active in both League and church work. Her special interest is helping needy people who require hearing aid assistance.



Never Too Young to Hear!—Charming Miss R. M. S. is 81 but enjoying hearing and living immensely with her Sonotone. Mrs. Rachel Ross (background) is an expert co-worker with her husband at Hearing Centers and Sonotone's Holyoke office.



High Hat—in Everything But Price!

TruVal Shirts

most styles 2.65
2.95

You'll be one of the best-dressed men in the Easter Parade with your handsomely tailored TruVal Shirt sparking your appearance! New flattering collar styles. Smart, long-wearing fabrics. Yet all priced to give you America's top shirt values, with most styles at only \$2.65 and \$2.95. Others \$3.50 and \$3.95. All Sanforized.



TruVal Manufacturers, Inc., 261 Fifth Ave., N.Y. 16, Division of Public Shirt Corp.

LIFE'S REPORTS CONTINUED

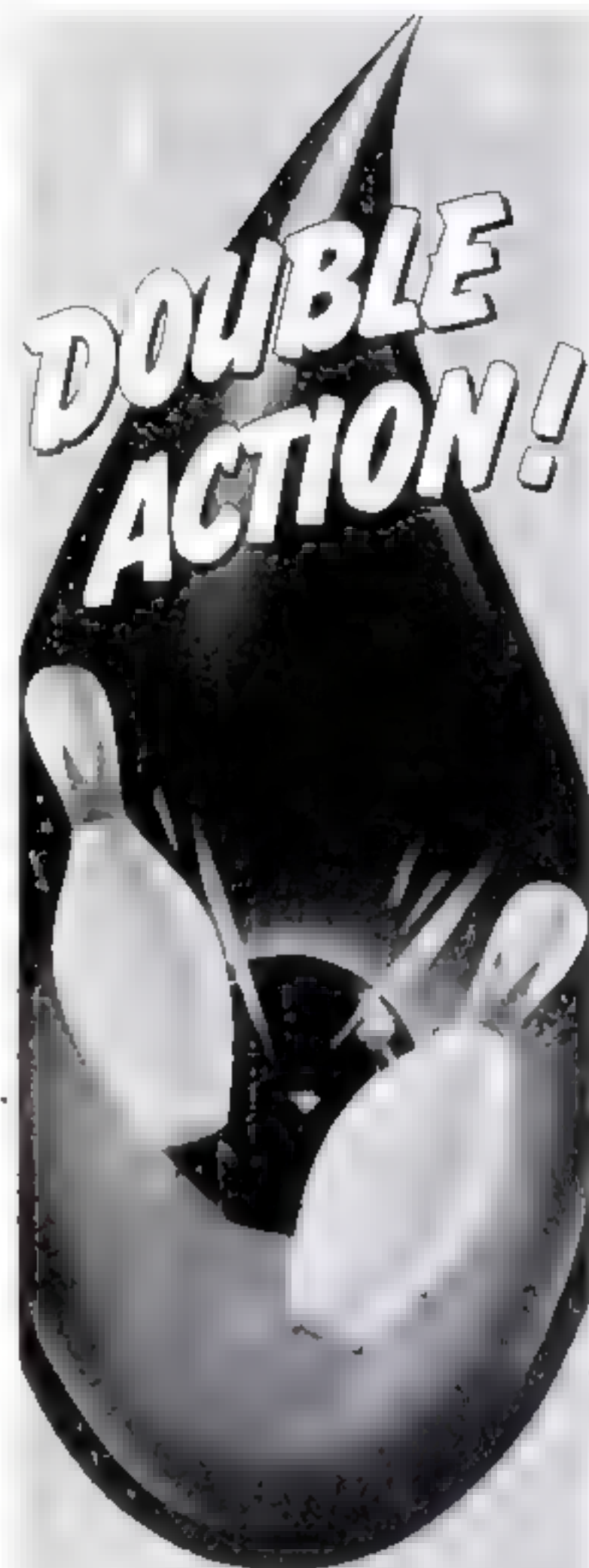
clothing or bedding. 'If it tears, just go and get a new one,' is what people say. For example, let us take a woman who cleans the ship. Her salary is 600 rubles per month, plus full board. Her wardrobe consists of four dresses and two or three changes of underwear. I asked her, 'Why so little clothing?' and she replied: 'What is the use of having more, with the price of everything becoming much cheaper? When the old clothing tears I'll buy some new clothing.'"

Her second letter said: "Our luggage has been checked; we are not supposed to have any foreign newspapers. The majority of us are being sent to the Molotov, Sverdlovsk, Kazan and Kemerovo districts. I have been assigned to the Kemerovo district to work at the Belovski cement factory. . . . I have signed a work contract for a term of 11 months. I will have at my disposal the medical and cultural services, and will also receive 3,000 rubles to be paid to me within a period of two years. [This, in two years, would buy 75 loaves of white bread.] Food had been given me for the journey. Perfect order prevails everywhere. All the repatriates have changed immensely; they have become polite and obliging. One of the Shanghai repatriates forgot he was back home and stole a blanket; he was sentenced to 15 years in jail."

Anti-Soviet gossip in Shanghai talk of coded letters, and some uncoded, which reveal the depth of disillusionment. They tell of one, uncoded, which came from Aza Abramova, the woman journalist who offered her small sons to Stalin as soldiers: "I have been given the job of telephone operator, and my husband the job of a mechanic. We have a large, unfurnished room with a kitchen attached. Shura got his pay, got drunk, and while drunk tore up Stalin's portrait. He has been arrested and sentenced to five years of hard labor."



THESE TWO Russian girls are not returning to Soviet hardships.



PENNZOIL
MOTOR OIL

FLows FAST
STAYS TOUGH!

Protect your engine the instant it starts, and give it lasting safety for long, hard drives . . . Pennzoil's double action does both.



At this sign of better dealers, coast to coast

*Patent and Trade Mark. Member Penn. Grade Engine Oil Ass'n. Limit 100.
Tough-film PENNZOIL* gives all engines
an extra margin of safety



They're Smart!
They're Stunning!
They're Smash Hits
for Spring!

Speidel

WATCHBANDS

\$995
INCLUDING
FEDERAL TAX



\$1295
INCLUDING
FEDERAL TAX

You wouldn't wear old shoes or an old hat with your new Spring fashions - so why wear an old-fashioned watchband? Let serious transform your watch into a luxurious piece of jewelry instantly! Golden Knight is for the men, Ming Tai for the ladies. Each in enduring serious Quality - in yellow, pink or white to match your watch. And remember - no catches, no buckles, and perfect comfort always. At better jewelers everywhere.

**SPEIDEL CORP. • 80 SHIP ST.
PROVIDENCE, R. I.**



PRINTED BY ROBINSON & CO. LTD. LONDON



Yardley English Lavender.
\$1.00, \$2.00, \$1.75 plus tax

Yardley English Lavender Soap 100
Box of three tablets, \$1.20.

*Feel the gladness... it's yours
in a fresh sweet breath of
youth, when you're wearing the
gay-hearted fragrance...*

YARDLEY *English Lavender*

Yardley products for America are created in England and finished in the U. S. A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

A.M. flavor to
sing about
—WITH AN EXTRA!



EXTRA:

Sunsweet helps
Keep you regular!

**SUNSWEEP
PRUNE
JUICE**

In bottles
NET WEIGHT



Prepared and distributed by the
makers of Mott's apple juice, apple sauce,
cider, vinegars, and jellies

LIFE

EDITOR-IN-CHIEF Henry R. Luce
PRESIDENT Roy E. Larsen
EDITORIAL DIRECTOR John Shaw Billings

BOARD OF EDITORS

Daniel Longwell CHAIRMAN
Joseph J. Thorndike, Jr. MANAGING EDITOR
Wilson Hicks EXECUTIVE EDITOR
Edward K. Thompson ASSISTANT MANAGING EDITOR
John K. Jessup EDITORIALS
Charles Tudor ART DIRECTOR

Joseph Kastner, Robert Coughlan,
Philip H. Wootton, Jr., Oliver Jensen,
Sidney L. James, Fillmore Calhoun.

SENIOR WRITERS

Noel F. Busch, John Chamberlain,
Charles J. V. Murphy, Winthrop Sargeant.

ASSISTANT EDITORS

Herbert Brown, Gene Cook, Maitland Edey,
Ernest Havemann, John Jenkinson, Rich-
ard W. Johnston, Sally Kirkland, Kenneth
MacLeish, Donald Marquand, Tom Pri-
deaux, Lillian Rusey, Maria Sermolone, John
Thorne, Margit Varga, A. B. C. Whipple.

REPORTERS

Earl Brown, Robert Campbell, Frank
Campbell, John Dale, Lee Ewing, Gene
Farmer, John Haverstick, John Kay,
Jeanne Perkins, Irene Saint-Claude Stan-
ish, Robert Wallace, Bishop White.

RESEARCH STAFF

Marian A. MacPhail CHIEF
ASSISTANTS Jo Sheehan, Joan Werbin,
Vivian Vonderhulst, Helen Dewell.

RESEARCHERS: Mary Augustine, Constance
Babington Smith, Mary Elizabeth Barber,
Margaret Bassett, Nancy Bean, Patricia
Beck, Mathilde Benoit, Inez Buonadonna,
Tom Carmichael, Kay Doering, Hilda Ed-
son, Phyllis Feakamp, Constance Frank,
Nancy Genet, Ted Hecht, Stanley Herzig,
Margaret Isomun, Ed Kern, Marjorie Kri-
selman, Mary Leatherbee, Jeanne LeMon-
nier, Joan Levine, Geraldine Lux, Hildegard
Maynard, Joann McQuinn, Beatrice Park-
er, Jacqueline Parsons, Joan Paterson, Nor-
man Ross, Dorothy Seiberling, Kathleen
Shortall, Jacquelyn Snow, Dana Solomon,
Jeanne Stahl, Lucile Stark, Margaret
Swope, Rachel Turkerman, Elizabeth Van
Dyke, Jane Wilson, Monira Wyatt, David
Zeitlin.

PICTURE BUREAU

EXECUTIVES: G. W. Churchill, Robert
Gavin, Ray Markand, Dorothy Hoover,
O. A. Graubner, Alma Eggleston.

PHOTOGRAPHERS: Jack Birm, Cornell Cape,
Edwin Clark, Ralph Crane, Leonard Dean,
David Douglas Duncan, Alfred Eisenstadt,
Eliot Elisofon, J. R. Eyerman, N. R. Farber,
Andreas Feininger, Albert Fenn, John
Florea, Herbert Gehr, Fritz Goro, Allan
Grant, Bernard Hoffman, Martha Holmes,
Yng Joel, Mark Kauffman, Dauri Kessel,
Wallace Kirkland, Nina Leen, Anthony
Luick, Thomas McAvoy, Ralph Morse,
John Phillips, Michael Rousier, Walter
Sanders, Frank Scherschel, George Silk,
George Skadding, W. Eugene Smith, Peter
Stackpole, Charles Steinheimer, William J.
Sumita.

PICTURE RESEARCHERS: Muriel Ballard,
Jane Bartels, Mary Carr, Margaret Gold-
smith, Natalie Husek, Ruth Lester, Maude
Milar, Helen Rounds, Margaret Sargent,
Muriel Trebay.

LAYOUT

Michael Phillips, Bernard Quint, William
Cullagher, Hilda Adelsberger, Matt Greene,
Earl Kersh, Anthony Soudo, Frank Stock-
man, Dorothy Witkin, Alfred Zagaro.

NEWS SERVICES

DOMESTIC: David Hulburd (Chief), Helen
Robinson, Dorothy Stearns, Jean Snow.
BUREAU HEADS—Washington: Robert T. Eason,
Chicago: Penrose Seal, Los Angeles: Jack
Beardwood. CORRESPONDENTS—Washington:
Lawrence Laybourne, Dan Morris, Arthur
Ehly, Patricia Smith, Chicago: Hugh Mol-
fett, Helen Douglas, Coles Phinney, Los
Angeles: Elmer Lower, Oliver Aiken, Alice
Crocker, Robert Drew, Atlanta: William S.
Howland, John Bryson, Boston: Jeff Wylie,
Richard Wilkes, Dallas: Roland McCombs,
Milwaukee: Orshelsky, Denver: Barron Beshoar,
Detroit: Fred Collins, San Francisco: Fritz
Goodwin, Martin O'Neill, Seattle: Sydney
Copeland.

FOREIGN: Manfred Gottfried (Chief of Cor-
respondents), Eleanor Welch, John Boyle,
Bureaus: London: John Osborne, George
Caturani, Frances Levison, Jane Hodge;
Paris: Andre Laguerre, Barbara O'Connor,
Mathilde Camacho, Bernard Frixell, Beran,
Emanuel Hughes, Will Lang, Prague: Robert
Low, Rome: George E. Jones, Moscow:
John Walker, Cairo: Donald Burke, New
Delhi: Robert Neville, Shanghai: William
P. Gray, John Purcell, Tokyo: Carl My-
dans, Mexico City: John Stanton, Buenos
Aires: William W. Johnson, Rio de Janeiro:
William W. White.

PUBLISHER

Andrew Heiskell

ADVERTISING DIRECTOR

Shepard Spink

FIRST he whispers, then he
shouts. Big Ben Chime Alarm is
the polite getter upper. His tick is
quiet. He has a 2-voice alarm. His
first call is a whisper. Then, if you
don't wake up, he "lets you have
the other barrel" with a loud call
you simply can't ignore—he shouts!



BIG BEN CHIME ALARM, with his
two voices and his quiet tick, is
a trustworthy friend. He comes
in a handsome ivory finish
with a luminous dial you can
read day and night. He's
\$5.00. Big Ben Loud
Alarm is \$4.50. The
beautiful new Big Ben
Electric is \$8.95. Prices
are exclusive of tax.

BIG BEN

Keeps America On Time

WESTCLOX

Product of GENERAL TIME Instrument Corp.



BOUNDING SALESMEN show how not to test a bed. From a dignified start (top) they leap high (center), land with a resounding crash (bottom). This is fun but hard on beds.



RESTING PEACEFULLY AFTER A LONG SIEGE OF BED TESTING, THIS

SPEAKING OF PICTURES...

...BED TESTERS SHOW OFF FORM

One of the most popular notions anywhere outside New York is that the city's harassed residents never get any sleep. Nevertheless, as these pictures show, New Yorkers spend at least as much time as anybody else thinking about it. To catch them at it LIFE Photographer George Silk recently spent two days hidden in a booth in the bed department of Lewis & Conger, a New York specialty store noted locally for its close attention to the sleeping problems of its clients. There Silk faithfully recorded the solemnly hilarious bed-testing antics of all kinds of prospective bed purchasers. The photographic results, from the blissfully recumbent lady (above) and the skeptical but comfortable customer (right) to the enthusiastic bouncing salesman (left), prove what many thoughtful observers have long suspected: that hardly anybody suffers from false modesty when it comes to the universal problem of planning a good night's rest.



LADY WOUND UP BUYING A BACK REST WHICH HERE PROPS UP MATTRESS. DARK CLOTH KEEPS CUSTOMERS' FEET OFF MERCHANDISE



SKEPTICAL CUSTOMER, having tried most of the beds in store, decides to lie down again while the salesman drones on and waggles a bed spring to back up his harangue.



PROSTRATE CUSTOMER extends feet tidily over bed's edge so as not to get dust on mattress. She spent two hours testing almost every bed in store, looking for one to suit her.



It's a pump

It's a strap

It's a tie

It's a clever Three-Timer

by **FLORSHEIM**

It's the Juanita, a basic pattern in three variations, and there's one that's just right for you! All three are crafted in the good taste, the tradition of quality that's typical of The Most Walked-About Shoes In America. Your choice of soft suede, precious calf or sparkling patent.

The Florsheim Shoe Company • Chicago
Makers of Fine Shoes for Men and Women

SPEAKING OF PICTURES

CONTINUED

DOUBLE OR TWIN?



YOUNG MARRIED COUPLE considers the single or double-bed question. To help resolve it the wife, with her shoes on, tests comforts of sleeping alone.



THE SALES DIRECTOR, an old married man himself, suggests they both try double bed. Figures above beds show varying degrees of mattress resiliency.



THE DECISION is reached when the happy couple, the wife having removed her shoes, stretches out on double bed. They bought one like it, only bigger.



Made for spring suit fashions—Textron's new Dark-light Slip of finest rayon crepe, about \$5.

Moonlight and Shadow

IN TEXTRON'S DARK-LIGHT SLIP

Now Textron's newest dress-sized slip has a night-black skirt and a moon-white top frothed with delicate edging. So perfect under light, sheer blouses... so practical under Spring's dark suits. * And sized just like your dresses—at the bust, waist and hips instead of at the bust alone. Just ask for your dress size, 12 to 20! Also in navy blue with white or solid white, pink or black. At leading stores throughout the country.

TEXTRON, inc., Textron Building, 401 Fifth Avenue, New York 16, N. Y.

TEXTRON
REG. U. S. PAT. OFF.

HOSTESS COATS

•

BLOUSES

•

MENSWEAR

•

WOVEN & TRICOT LINGERIE

It's flavor-aged

On the vine, taking time, grapes *flavor-age* to luscious perfection. Clicquot Club Ginger Ale *flavor-ages* too . . . blending the very finest Jamaica ginger with other choice ingredients and aging them for long months. *Flavor-Aged* and *Flavor-Perfect*. "Over 50 years a favorite." Remember: Clicquot Club Cola is *flavor-aged* too!



Clicquot Club
(Pronounced Klee-ko)

In Full Quart bottles 15c
PLUS DEPOSIT
4 ounces more for your money

ginger ale **and** sparkling water

It fizzes for a long, long time! Clicquot Club Sparkling Water stays gay in a tall drink for a solid hour. An opened bottle, recapped and refrigerated, holds its sparkle for two whole days. Give your spirits a lift with Clicquot Club!



LETTERS TO THE EDITORS

B. TRAVEN BETRAYED?

Sirs:

I am writing to comment on your review of John Huston's film, *Treasure of Sierra Madre* (LIFE, Feb. 2), in which you claim that I am B. Traven, the author of the book on which the picture was based. In Traven's opinion it is of no use to comment on anything said or printed concerning a person. But I have not yet reached that Olympian state of wisdom. . . . Mr. John Huston, by being convinced, as he himself said, that I was Traven, and then paying me a lousy \$100 a week, only shows publicly in how low an estimation he is holding Traven, the man, or the woman, as the case might be, whose story gave Mr. John Huston the chance of his lifetime.

Never again will Mr. John Huston have an opportunity to direct a picture based on any other of Traven's 14 books. Traven does not need Mr. John Huston or Traven would, only eight weeks ago, have signed a contract which would have netted Traven \$20,000, possibly royalties also, for the picture rights to another Traven book, and which picture Mr. John Huston was to direct.

A writer of books like the ones Traven created and which have been published in 20 different countries will be read, loved and admired, or, yes, perhaps severely criticized still when nobody any longer can remember a movie director who, once upon a time, long, long ago, did a picture based on a story by said writer. . . .

H. CROVES

San Antonio, Texas

● When LIFE showed this letter to Traven's agent, Paul Kohner, he remarked, "Obviously it's Traven's fury at being found out. . . . Too bad, because I think it was a very interesting literary mystery and should have been kept as such."—ED.

TOYNBEE

Sirs:

You certainly have done a wonderful job in putting my ideas on the map (LIFE, Feb. 23). I can imagine how difficult it must be to give such a concentrated account of a point of view while keeping it so simple and clear, so may I congratulate you as well as thank you?

ARNOLD J. TOYNBEE

Princeton, N.J.

LEMON FANCIER

Sirs:

What does his dentist say about Michael Thomas' lemon-eating habit (LIFE, Feb. 23)?

H. S. GUTENSTEIN

Chicago, Ill.

● See letter from Reader Foster below.—ED.

Sirs:

If young Michael Thomas Roesle continues to suck lemons after his teeth appear they will rapidly develop severe erosions. This may not matter so much with the deciduous teeth although lemon juice used constantly could conceivably erode them to the gum line before the permanent teeth appear. . . . Even lemon juice in water may produce severe etching of the enamel within 18 months (Proceedings of the staff meetings of the Mayo Clinic, vol. 22, page 81, March 5, 1947).

This is not to condemn the use of lemons but rather to offer a word of

caution against their injudicious use. Habitual users (as those who take lemon juice in water daily after arising) should have it well diluted and the mouth should be rinsed with water immediately after.

R. H. K. FOSTER, M.D.
Associate Professor
School of Medicine

St. Louis University
St. Louis, Mo.

SCHLUMPS AND SCHMOS

Sirs:

LIFE made a serious omission in its story on Nancy Walker and *Look, Ma, I'm Dancin'* (Feb. 23). You failed to spell correctly and to define "a schlump," except as a term used by Nancy to describe her friends.

The correct spelling is "schlump." There are many definitions, but here is the most generally approved: "A schlump is a guy who waits outside a revolving door until some vigorous person comes along to push it—so that he can walk through with his hands still in his pockets."

But schlump is a friendlier, more sympathetic term than "schmo," which has almost completely replaced "jerk." A schmo, of course, is a person who stands watching a machine make doughnuts, and 1) cannot understand the process, 2) cannot get up will power to leave. Even lower than a schmo is a "kroavney," a term discovered by Sports Columnist Dan Parker somewhere on Jacobs Beach. A kroavney is a person who goes up on the stage in radio quiz programs.

SIDNEY OLSON

New Rochelle, N.Y.

Sirs:

Is there an undercurrent of bad feeling in the U.S. toward its good neighbor Texas?

BUCKY LESERNY

McKinney, Texas

Sirs:

. . . Neither the song nor the play *Look, Ma, I'm Dancin'* will be popular in the Republic of Texas, and probably all passports will be canceled in regard to same. . . .

PHIL CARSON

Houston, Texas

SIRS:

. . . PLEASE GET A COPY OF TEXAS HISTORY FOR MISS NANCY WALKER AND BILL ME FOR IT.

J. W. SLOSS

CITY SECRETARY

BROWNSVILLE, TEXAS

CONTINUED ON NEXT PAGE

FOR THE CONVENIENCE OF LIFE'S
NON-SUBSCRIBING READERS

To see life
To see the world
To eyewitness great events

I want to see **LIFE** each week.

PLEASE ENTER MY
SUBSCRIPTION TO
LIFE FOR

☐ ONE YEAR AT \$5.00
☐ 2 YEARS AT \$10.00
☐ 3 YEARS AT \$13.50

NAME PLEASE PRINT

ADDRESS

CITY ZONE STATE

I enclose \$ ☐ Please bill me
L-3-15

(Mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill.
Or give it to your newsdealer)

FOR PLAYING PLEASURE...



LESTER *Betsy Ross Spinet*

BEAUTIFUL
PIANO
WITH
MAGNIFICENT
TONE



SOLD
BY
AMERICA'S
FOREMOST
PIANO
DEALERS

Regardless of your age or skill, you will discover new pleasure in playing this quality piano. Rich tone, responsive touch and full volume make it the perfect choice for children and adults.

Decorator styled to enhance the charm of your home, the Betsy Ross Spinet is compactly sized to fit large or small rooms.

Backed by Lester's 60 years experience in building fine pianos, each one is precision crafted of the finest materials assuring you the ultimate in beauty and durability.

See...hear...and play the newest models at your dealer.

Moderately priced...guaranteed for ten years...made ONLY by the Lester Piano Manufacturing Company, Inc., builders of world famous Lester Grand Pianos.

Foreign Sales Representatives: M. A. ASTLETT & CO., 27 William Street, New York 5, N. Y.

MAIL THIS COUPON FOR ILLUSTRATED BOOKLET 1-U

Send me your 24-page illustrated book showing piano arrangement in the home.
(Enclose 10c for postage.)

Name

Address

City State I-U

LESTER PIANO MANUFACTURING CO., Inc., LESTER 13, PA.

with hair like this,
you'll hear: "hello
handsome"



Want handsome hair? Listen. You can get your hair so darn good-looking, so well-groomed that gals will gather like geese going North. Just take...

50 seconds to massage—Feel that tingle! That's the alcohol in Vitalis stimulating your scalp. Different from those dressings that contain nothing but oil!

Won't dry your hair—The alcohol disappears, leaving a fine, protective film of pure vegetable oils evenly distributed over hair and scalp.

Conditions your scalp—Routs loose dandruff, helps check excessive falling hair.

10 seconds to comb—Man, what grooming! What a natural lustre! No greasy look—Vitalis contains no mineral oil. Get Vitalis today!



Product of
Bristol-Myers

Vitalis and Sealtube are Bristol-Myers trade marks

Vitalis and the
"60-Second Workout"
to stimulate scalp...keep hair handsome

Your barber is an expert. He knows how to keep your hair handsome, stimulate your scalp. Ask him about Vitalis and the individual, sanitary Sealtube application.



LETTERS TO THE EDITORS

—CONTINUED—

SICILIAN BANDIT

Sirs:

You state that the picture of Guli-ano, the Sicilian bandit (Feb. 23), was the first ever to be published. If you will look in the February issue of *True* magazine you will find the same picture there. This magazine was issued before yours.

ORLEY LILLY JR.

Grenada, Miss.

● *LIFE* bought the picture under the impression that it was an "exclusive." Only after *LIFE*'s article had been published was it discovered that the photographer had disposed of an almost identical picture to *True* magazine—ED.

LEAP YEAR LINGERIE

Sirs:

Your picture story of my Leap Year Lingerie (*LIFE*, Feb. 16) has had one nerve-racking repercussion for me. The "Telephone" petticoat had my



SUZANNE'S NEW PETTICOAT

shop's phone number on it. As a result we had more than 200 phone calls from your eager male subscribers. As a counteraction, I have given the shop model of the petticoat to Suzanne Dalbert who, as you can see, has made a necessary change.

JILL PARK

Beverly Hills, Calif.

BIG STRIKE

Sirs:

We liked your story, "Old Mike's Big Strike" (*LIFE*, Feb. 2), very much. But we're wondering if his partners, with their fabulous oil strike, aren't just trying to copy our friend, Tex Judson, who is on the air with us every Thursday night.

Tex thinks the U.S.A. is the United Suburbs of Amarillo and the Big Three means Dallas, Fort Worth and Houston. He is not sure just how many oil wells he owns. His last two 5,000-barrel-a-day gushers were brought in by his wife just this week when she 1) pulled a long-rooted radish from the garden and 2) missed the bucket while milking the cow. Judson also dabbles in stock raising. Although he ships a million head at a time to the Chicago stockyards, he never has had a single steer slaughtered. "When they step off the train and see they ain't in Texas," he says, "they just dies of a broken heart."

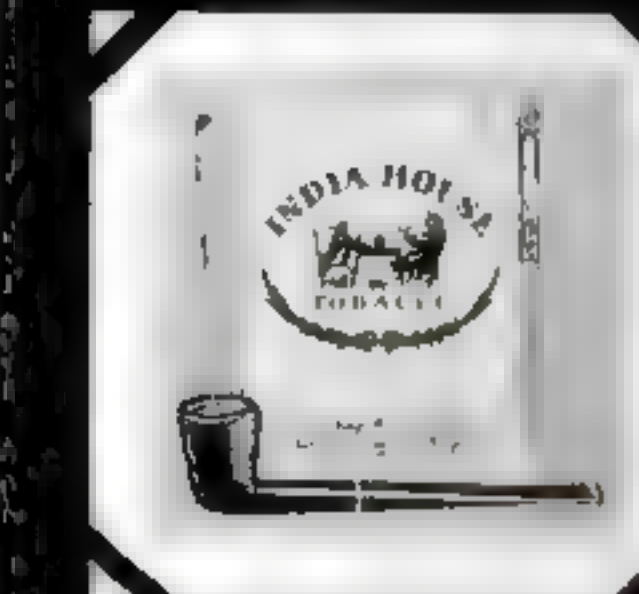
GRACIE ALLEN
GEORGE BURNS

Los Angeles, Calif.

An album of
Smoking Pleasure
in either package!



Aged for years in oaken casks...
Full of richness...yet smooth
and gentle. 15¢



A mixture of rare savour from
an old "Recipe"...Full-bodied
and nut-sweet. 25¢

PRODUCTS OF P. LORILLARD COMPANY



See
our page
advertisement
in this issue

...then see your Roblee dealer
Roblee Division, Brown Shoe Company, St. Louis



Why did Aunt Hallie wrap the ice in paper?

It made the ice melt slower, so she figured she'd save money.

You don't see today's Aunt Hallie rustling around trying to turn off her electric refrigerator. Housekeeping economy is just as important, but there's a difference . . .

It costs so very little to run a refrigerator with electricity! For an average family—less than a nickel a day.

You've helped make electricity so low in price by using it for more and more jobs. And the sound, business methods of the electric companies have made it more and more of a bargain, in spite of the rising costs of making and delivering electricity.

Today, the average family still gets twice as much electricity for its money as it did just twenty years ago!

It is to your benefit to know the facts about your electric service, and to ours to have you know them. America's business-managed, tax-paying ELECTRIC LIGHT AND POWER COMPANIES.*

*Names on request from this magazine

• Listen to the Electric Hour—THE HOUR OF CHARM, Sundays, 5:30 P. M., EST, CBS.



famous stars agree on this...

"Cream for your hands as well as your face"

Each one of these stars relies on a cream for soft white hands. Pacquins Hand Cream!

YOU CREAM your face for a smooth, soft complexion. Why not give the skin of your hands this same care?

Well-groomed women everywhere are switching to creams. Overwhelmingly to Pacquins. And now more women use Pacquins than any other hand cream.

"Why not, indeed! But of course!" say these famous stage stars, and they know. Knowing all the "hows" of skin grooming is a vital part of their profession. They must keep their hands soft, smooth, white, enchanting... eloquent!

Try this—starting tonight: Smooth on a dab of snowy-white, quick-melting, flower-fragrant Pacquins. Notice how your skin gratefully welcomes its soothing, smoothing moistness. Pacquins cream smooths away dryness, roughness.

And Pacquins isn't sticky or greasy. It disappears almost instantly. It's as delightful to use as its results are thrilling to see. A 12-second rub-on with Pacquins—morning and night—will keep your hands smooth, soft, lovely.



Nurse FRANCES ZALONIS says: "I always have a jar of Pacquins at the office because I scrub my hands 30 to 40 times a day. It takes a cream like this to protect my hands. And Pacquins was originally formulated for nurses and doctors."

for "dream" hands—cream your hands

Never sticky or greasy!

with
Pacquins
HAND CREAM

At Any Drug, Department, or Ten-Cent Store.



LETTERS TO THE EDITORS

CONTINUED

REVERSE TWIST

Sirs:

Orchids to Ralph Crane for the results of his trip to Mount Hood's Timberline Lodge ("Skung," *LIFE*, Feb. 23). Onions to the person who reversed the plates prior to printing. Would you have us believe that all the women in Oregon lead their partners in dancing, that buttons are now being put on the right side of girls' sweaters and that more men are beginning to wear wrist watches on their right wrists?

THAWLEY D. HAYMAN
JOHN R. KERR

State College, Pa.

● The picture was reversed. Negotiations are under way to send *LIFE*'s left-handed ski editor to Arthur Murray's for some right-handed dancing lessons.—ED.

NO COLLABORATOR

Sirs:

In a brief sentence under a picture of my wife ("Life's Visit," Feb. 23) I was described, no doubt out of misinformation, in an inaccurate way and I feel it necessary to correct the wrong statement about me.

1. If I was tried in absentia in my country, it was because I refused to appear before a half-Communist jury, inspired only by political hatred. This jury has now fallen into disrepute to the point of disaggregating. Its president has already resigned in disgust.

2. Even by such a prejudiced court I was not condemned as a collaborator. My political opponents reproached me only with my so-called "wrong" attitude in the U.S., which was, according to them, hostile to the French resistance.

It is enough to quote the last sentence of the testimony given in my behalf by the then Under Secretary of State, Mr. Sumner Welles:

"I can conceive of no one familiar with Mr. Chautemps's activities during his stay in the U.S. who would not be convinced that he had acted in the patriotic interest of his country and against any form of collaboration with Germany."

CAMILLE CHAUTEPS

Chevy Chase, Md.

Subscription rates: U.S., Alaska, Hawaii, Canada, Newfoundland, 1 yr., \$3.50; 2 yrs., \$6.00; 3 yrs., \$13.50. *LIFE* International edition (fortnightly) for Canal Zone, Puerto Rico, Virgin Islands, 1 yr., \$4.50; all Pan American Postal Union countries and Philippines, 1 yr., \$6.00; Great Britain and Ireland, 1 yr., \$8.00; all other countries, 1 yr., \$7.50.

Change of Address: Four weeks' notice is required. When ordering a change, please name magazine and furnish an address imprint from a recent issue. If unable to do so, please state exactly how magazine is addressed. Change cannot be made without the old as well as the new address, including postal zone number if you have one.

Address all subscription and correspondence concerning them to: *LIFE* Subscription Dept., 340 N. Michigan Ave., Chicago 11, Ill.

Address all editorial and advertising correspondence to: *LIFE*, Time & Life Building, 9 Rockefeller Plaza, New York 20, N. Y.

Time Inc. also publishes *TIME*, *Fortune* and *The Architectural Forum*. Chairman, Maurice T. Moore, President Roy E. Larsen, Vice President & Treasurer, Charles L. Stillman, Vice President & Sales Director, Howard Black, Vice Presidents, Allen Grover, C. D. Jackson, P. I. Prentice, Vice President & Secretary, D. W. Brumbaugh, Comptroller & Assistant Secretary, A. W. Carlson, Production Manager, N. L. Wallace, Circulation Director, F. Dew Pratt, Producer *THE MARCH OF TIME*, Richard de Rochemont.

Set your heart on the watch band America's jewelers recommend

J.B. Jewelers Best

From \$4 to \$13.25, Federal tax included in yellow, pink or white gold filled.

Jacoby Bender, Inc. • New York 13, N. Y.

THE GIRL IN THE
Seamprufe
SLIP

SEAMPURFE INCORPORATED • FIFTH AVENUE • NEW YORK

Love Eternal Dawns

—Perfect Easter Love-Gift

—Perfect Easter Love-Gift



THE GIFT THAT
STARTS THE HOME



(Top No. 2221
30th Century Dresser
Dresser in the Hon-
duran Mahogany
Chest No. 2217
Chest in the Hon-
duran Mahogany
Chest No. 2217

Give your sweetheart the real love-gift—a Lane Cedar Hope Chest for Easter! Sanctuary for her trousseau, it whispers, "Our love is everlasting."

The only tested AROMA-TIGHT Cedar Chest in the world, with Lane's exclusive patented features. Backed by a free moth insurance policy written by one of the world's largest companies. The Lane Company, Inc., Dept. L, Altavista, Va. In Canada, Knechtels, Ltd., Hanover, Ont.



EASTER GIFT SPECIAL

No. 2231. Complies American Walnut with New Guinea and Zebra woods. Has Lane's patented automatic tray.

59

Slightly higher in the West and Canada



LANE Cedar Hope Chest

A Million Maidens Yearn for this Romantic Love-Gift

Lane Chests are priced at \$49.95, \$59.95 and \$69.95 with still others up to \$119.95. Remember, Lane is the finest quality chest in the world. No wonder customers still outnumber the Lane chests available. If your dealer does not have your selection, place your order with him, now. Delivery will be made as soon as shipment arrives.

Copyright 1966 The Lane Company, Inc.



Startling...delicious...
Cheese Soufflé
 with a "top hat"!



How to make it is KRAFT CLASSIC

1. Melt 4 tablespoons of butter or Parkay margarine in the top of a double boiler. Add 4 tablespoons of flour, 1 teaspoon of salt and a dash of cayenne. Add 1½ cups of milk, blending it in well. Cook over hot water, stirring constantly.
2. When the sauce is thick and smooth add ½-lb. of the smooth-melting Kraft pasteurized process cheese of your choice, sliced: the famous Kraft American for medium-mellow flavor or, for sharper flavor, "Old English" Brand.
3. Stir the sauce until the cheese is melted. Remove from the heat and add 6 beaten egg yolks, stirring constantly. Cool slightly.
4. Carefully fold this cheese sauce into 6 egg whites beaten stiff but not dry. Cut and fold the mixture thoroughly but lightly so that it is well blended.

5. Pour into an ungreased 2-quart casserole. Now to make your soufflé puff up with a "top hat" as it bakes, do this: Run the tip of a teaspoon around in the mixture 1 inch from the edge of the casserole, making a slight "track" or depression.

6. Bake 1¼ hours in a slow steady oven—300°. Serve at once. You'll amaze folks with your skill (needn't tell 'em how easy it was) and delight everybody with this grand-tasting main dish.

For medium-mellow cheddar flavor most folks like best, get Kraft American in the 2-pound economy loaf or have your dealer cut sandwich slices from his 5-pound loaf. Half-pound sizes, too.

Save Money! Remember, ounce for ounce there is no other basic food that matches cheese for high-quality, complete protein... for calcium, phosphorus and other nutrients from milk.



Copyright 1948 by Kraft Foods Company

The world's favorite cheeses are made or imported by **KRAFT**

For salads, sandwiches and desserts always get the cream cheese that's *guaranteed* fresh, with the name Philadelphia Brand on the package. Made *only* by Kraft.



Lovers of *sharp, aged* cheddar flavor get "Old English" Brand. Grand for snacks and sandwiches. A Kraft pasteurized process cheese, "Old English" cooks fine, too.



It's mellow as old wine!... this natural golden Chantelle in the gay red coat. You will like it on crackers, in sandwiches... and put it proudly on your cheese tray!



A connoisseur's delight with salad or for dessert with fruit... velvety-crust! Casino Brand Camembert! Wrapped wedges come in a sparkling reusable transparent box.



Cheese treats galore when your refrigerator has a whole **KRAFT SHELF!** Keep stocked with a number of Kraft varieties.

COPYRIGHT UNDER INTERNATIONAL COPYRIGHT CONVENTION. ALL RIGHTS RESERVED.
UNDER PAN-AMERICAN COPYRIGHT CONVENTION. COPYRIGHT 1948 BY TIME INC.

CONTENTS

THE WEEK'S EVENTS

U.S. BELATEDLY FACES REALITIES OF SHOWDOWN WITH COMMUNISTS	31
EDITORIAL: CUSTOMS UNION WITH CANADA	40
MOTHERS OF MICHAEL AND ANNE FAIL TO GET PAPAL DISPENSATION	41
STRIP-TEASER STARTS CAMPUS RIOT AT L.S.U.	42
MARTHA TAFT MEETS THE PRESS	44
BELGIANS GET BACK THEIR BED SHEETS	49
LONG ISLAND TOWN RAISES FUND FOR HERO	55
SACRED RIVERS RECEIVE GANDHI'S ASHES	75

ARTICLE

FOUR MARAUDERS, by PAUL E. DEUTSCHMAN	128
---------------------------------------	-----

CLOSE-UP

A PORTRAIT OF WINSTON CHURCHILL, by HAROLD NICOLSON	94
---	----

PHOTOGRAPHIC ESSAY

"HAMLET" PHOTOGRAPHS FOR LIFE by N. R. FARBMAN	117
--	-----

RADIO

MUMBLING MOOSE	61
----------------	----

SCIENCE

ALL-WEATHER LAB	85
-----------------	----

MUSIC

EIGHT-YEAR-OLD LEADS SYMPHONY	73
-------------------------------	----

FASHIONS

SHARP STYLES FOR SMALL BOYS	83
-----------------------------	----

ARCHITECTURE

ALDEN DOW	88
-----------	----

ART

SAINT-GAUDENS	109
---------------	-----

SPORTS

THE SPINNING REEL	141
-------------------	-----

ARCHAEOLOGY

BABYLONIAN MAIL	147
-----------------	-----

OTHER DEPARTMENTS

LIFE'S REPORTS: "NO WORSE THAN A DOG," by WILLIAM P. GRAY	5
SPEAKING OF PICTURES: BED TESTERS SHOW OFF FORM	18
LETTERS TO THE EDITORS	23
LIFE GOES TO A DATE FESTIVAL	104
MISCELLANY: DELICATESSEN ARTIST	150

THE COVER AND ENTIRE CONTENTS OF LIFE ARE FULLY PROTECTED BY COPYRIGHT IN THE UNITED STATES AND IN FOREIGN COUNTRIES AND MUST NOT BE REPRODUCED IN ANY MANNER WITHOUT WRITTEN PERMISSION



How we retired with \$200 a month

ANN WAS DRESSING for the theatre, and while I waited that night I leafed through a magazine. I remember the date—August 17, 1926—because it was my 40th birthday, and we were getting ready to celebrate it.

As I turned the pages, my eyes rested on an ad. Maybe the reason it stopped me was that just that evening at dinner Ann and I had been talking about the same thing . . . our hopes for the future.

After all, we were pretty much like a lot of married couples. We found it hard to put anything aside, found it hard to save. Money seemed to go out as fast as it came in. So, even in our happiest moments, there was always the worrisome thought this couldn't last forever. I was getting older. Someday I might not be able to keep on working so hard. What then?

There on the page was the answer. There was just what we needed. I read the ad through to the very end. It told about Phoenix Mutual Retirement Income Plans, and how we could get a guaranteed income of \$200 a month or more, beginning when I reached 60. And it wasn't just an income for myself alone. The Plan actually provided an income as long as either my wife or I lived!

When Ann came downstairs, I was tearing a little corner off the page. First coupon in my life I'd ever clipped. I stuck it in an envelope and popped

it in the mail on our way to the show.

Twenty years go by mighty fast! The crash . . . the depression . . . the war. I couldn't foresee them. But my Phoenix Mutual Plan was one thing I never had to worry about.


A few years ago, Ann and I celebrated my sixtieth birthday. And it was a very special celebration. For, shortly after, I got my first Phoenix Mutual check—and retired! Those checks will keep coming in, every month—not only as long as I live, but as long as Ann lives, too!

Now we can relax and enjoy our home as never before. We can do a lot of the things we always wanted to—like gardening, taking trips. All because I started my Phoenix Mutual Plan when I did—in time—while my earning powers were still at their best. You can do it, too.

Send for Free Booklet

This story is typical. Wouldn't you like to make sure of your own future? Send the coupon and receive—by mail and without charge—a booklet that tells about Phoenix Mutual Plans. Assuming you qualify at a young enough age, you can get any income you want—up to \$200 a month and more—starting at age 55, 60, 65 or 70. Similar plans are available for women. So don't delay.

Don't put it off. Send for your copy now!



PHOENIX MUTUAL
Retirement Income Plan
GUARANTEES YOUR FUTURE

PLAN FOR WOMEN

PHOENIX MUTUAL LIFE INSURANCE CO.
719 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet, describing Retirement Income Plans for women.

Name _____

Date of Birth _____

Business Address _____

Home Address _____

PLAN FOR MEN

PHOENIX MUTUAL LIFE INSURANCE CO.
719 Elm Street, Hartford 15, Conn.

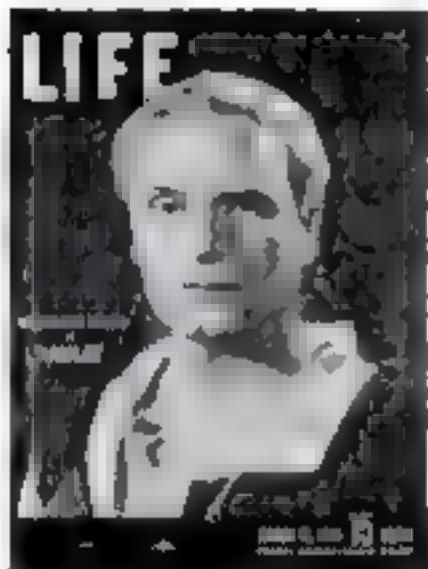
Please mail me, without cost or obligation, your illustrated booklet, showing how to get a guaranteed income for life.

Name _____

Date of Birth _____

Business Address _____

Home Address _____



LIFE'S COVER

Sir Laurence Olivier, 40, was knighted last year, partly for his film of Shakespeare's *Henry V*. His newest movie is another Shakespearean drama, *Hamlet, Prince of Denmark*. Olivier's production of it is covered in an 11-page photographic essay beginning on page 117. His fans will notice that, in playing Hamlet, prince of Denmark, Olivier dyed his brown hair blond to look more Danish. Shakespeare fans will be interested to learn that, as director, he cut the play liberally, worked in a scene showing the drowning of Ophelia and omitted Hamlet's shiftless friends, Rosencrantz and Guildenstern.

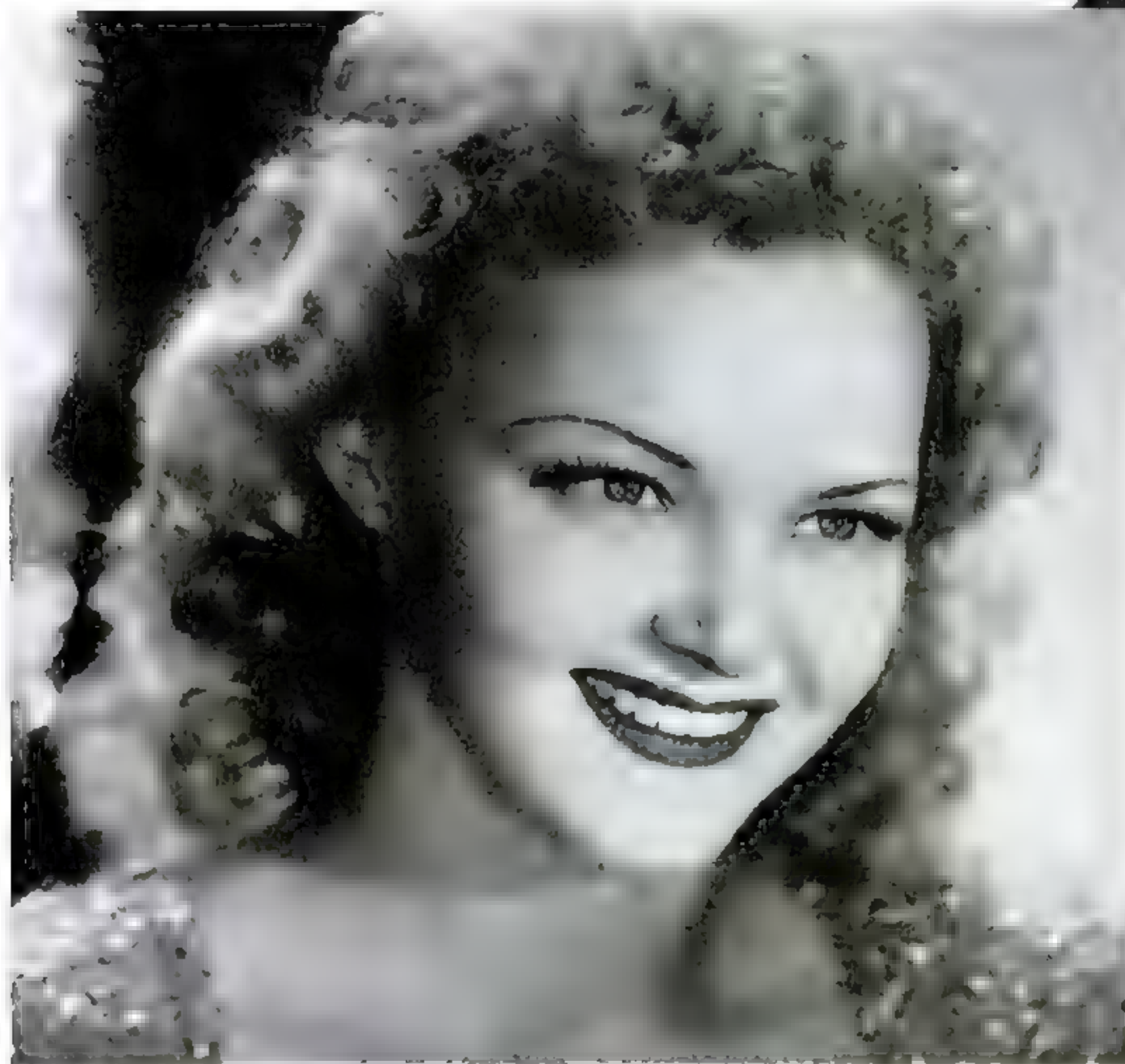
The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

COVER—N. R. FARBMAN	88 THROUGH 92—WILLIAM SUMITS
5—PAUL ELTISHEFF	94—STUDIO SUN LTD., JOHN SINGER SARGENT
11, 14—GEORGE SILK	REXCH, STUDIO SUN LTD., PAINTING BY EDWIN
18, 19, 20—GEORGE SILK	WARD, STUDIO SUN LTD.—ARTHUR GAR-
24—BUD FRAKER	RATT, STUDIO SUN LTD., ST. STUDIO SUN
31—ANTHONY LINCK—THOMAS D. McAVOY	LTD.—BACHRACH STUDIO, PAINTING BY SIR
32, 33—LT. INT.—HARRIS & EWING—ACME; CEN.	JOHN LIVERY, STUDIO SUN LTD., STUDIO
DMITRI KESSEL; RT. A.P.—INT.—DMITRI KES-	SUN LTD.
SEL	95—CEN. STUDIO SUN LTD.—BRITISH OFFICIAL
34, 35—DMITRI KESSEL	PHOTO
36, 37—ACME, JACK BIRNS—HARRIS & EWING—	96—PUNCH
A.P., MAP BY FRANK STOCKMAN AND ANTHONY	97—EVENING STANDARD, WORLD
SODARO, JACK BIRNS (2)	98—CULVER, COURTESY SAMUEL KREUTZER
38, 39—JACK BIRNS	100—BARRATT 5 PHOTO PRESS LTD.
41—A.P.	104—BRITISH COMBINE
42—EDWARD CLARK	105—JAN SPEISER
43—HANK WALKER, COURTESY PELL MELL MAGA-	110—DE WITT C. WARD—JEAN SPEISER, THOMAS
ZINE, BOB MACMANUS—BATON ROUGE STATE	D. McAVOY
TIMES-ADVOCATE	112—ROBERT W. KELLEY
44—MICHAEL JOHN ROUGIER	117 THROUGH 127—N. R. FARBMAN
49—ROBERT W. KELLEY	128—BERNARD HOFFMAN
50, 51—ACTUALIT	129—EILEEN DARBY FROM G.H.
52—ACTUALIT A.P.—ACME	130, 131, 132—BERNARD HOFFMAN
55—CHARLES STEINHEIMER—FRANK J. MOONEY	135—EILEEN DARBY FROM G.H.
56, 57, 58—CHARLES STEINHEIMER	138—GORDON COSTER
61, 62—GEORGE SILK	141, 142, 144—PAUL NODLER
65—YALE JOEL	147, 148, 150, 153—ERIC SCHALL
66—RALPH MORSE	154, 155, 156—LOOMIS DEAN
68—YALE JOEL—RALPH MORSE	159—LISA LARSEN FROM G.H.
73, 74—GEORGE SILK	160—LISA LARSEN FROM G.H.—COURTESY ARTISTS
76, 77, 78—CARTIER-BRESSON FROM MAGNUM	GALLERY—LISA LARSEN FROM G.H.
83, 84, 87—NINA LEEN	

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; G., GRAPHIC; INT., INTERNATIONAL. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE USE FOR REPUBLICATION WITHIN THE U.S. OF THE PICTURES PUBLISHED HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.

Joan Hyldoft's smile wins her a spotlight on the glittering ice —

*The Smile that Wins is
the Pepsodent Smile!*



Joan Hyldoft, Ice Ballerina—spins and swoops under a solo spotlight in "Ice-time of 1946" at New York's Center Theater. In her first big show she is a star! Kansas-born Joan was once headed for a career as an athlete. She already held a blue ribbon for horsemanship, a state diving trophy from West Virginia and the Eastern States Figure Skating Championship, when her smile captured a beauty crown that changed her course. Now Joan's smile out-sparkles even the shining sequins she wears while she skates. It's a Pepsodent Smile! "I've always used Pepsodent," she says, "no other tooth paste makes my teeth so bright!"

Do you have a winning smile? If Pepsodent Tooth Paste has helped your smile and you want to send your picture and story to Pepsodent, 111 W. Jackson Blvd., Chicago 4, Illinois. If used in our advertising you will receive a professional model fee.

*Wins 3 to 1
over any other tooth paste!*

You'll find people all over America agree with Joan Hyldoft. New Pepsodent with Irium is their 3-to-1 favorite for brighter smiles. In recent tests, families from coast to coast were asked to compare New Pepsodent Tooth Paste with the brands they'd been using at home. By an overwhelming majority . . . by

an average of 3 to 1 . . . they preferred New Pepsodent over any other leading brand they tried!

Yes, New Pepsodent won 3 to 1 for its cool, minty flavor . . . for making breath cleaner, and making teeth brighter! *For the safety of your smile use Pepsodent twice a day—see your dentist twice a year!*



ANOTHER FINE PRODUCT OF LEVER BROTHERS COMPANY



REPRESENTING POTENT BUT UNCOMMITTED POWER, A U.S. AIRCRAFT CARRIER CRUISES THROUGH MEDITERRANEAN WATERS OFF MOUNTAINOUS ISLAND OF CRETE

THE SHOWDOWN WASHINGTON BELATEDLY FACES UP TO MILITARY REALITIES ABROAD

Jolted by its own impotence in the fall of Czechoslovakia, the Truman administration last week was finally ready to heed the warnings of its military members. The grim fact was that it would take men and guns as well as dollars to halt the spread of Soviet Communism, and unless we were prepared to abandon the free world to Stalin, the moment for the showdown had come. This was the portentous news that awaited President Truman when he returned from his Caribbean vacation.

Despite U.S. supplies and military missions Greece was still under Red attack. Italy might be next on the Communist timetable. Top-level U. S. strategists decided that in the future Italy, Greece and Turkey would be regarded as an indivisible unit whose security is essential to the security of the U.S. The risk of an unmistakable show of force in the Mediterranean now might be worth while if it would prevent a world war later.

If the U.S. decided to make its stand in Greece, the Athens government would welcome American troops and supporting naval and B-29 units. But the Greek campaign was going badly (pp. 32-35) and it might take a half-dozen divisions to bring a quick end to the Soviet-backed guerrilla warfare.

In discussion of other possible "battlegrounds" it was recalled that when the last U.S. Army units left Italy in December, President Truman de-

clared, "If . . . it becomes apparent that the freedom and independence of Italy . . . are being threatened, directly or indirectly, the United States . . . will be obliged to consider what measures would be appropriate for the maintenance of peace and security." Did this mean the Army could return, with or without an invitation from the government? If it did, the U.S. might make its effort in Italy, particularly if the April elections indicated danger of a Red coup.

This did not even take into consideration the rising Communist threat in China (pp. 36-39). The reality was that the U.S. had barely enough men and machines to make a stand on one front, let alone two. Only five capital ships were in the Atlantic and Mediterranean. Only four-and-one-third infantry divisions and a few B-29s were ready for combat. Shocking as it must seem to the American people, they might—along with the State Department—have to substitute acceptance of partial mobilization and conscription for "viewing with alarm." For the time being, at least, they also would have to quit quibbling about their allies.

A high U.S. military leader said, "We ought to stop playing footsie . . . and come to the realization that any government opposed to Communism is on the team and deserves whatever support we are able to lend to the fight . . . There will be time to deal with the family problems later."

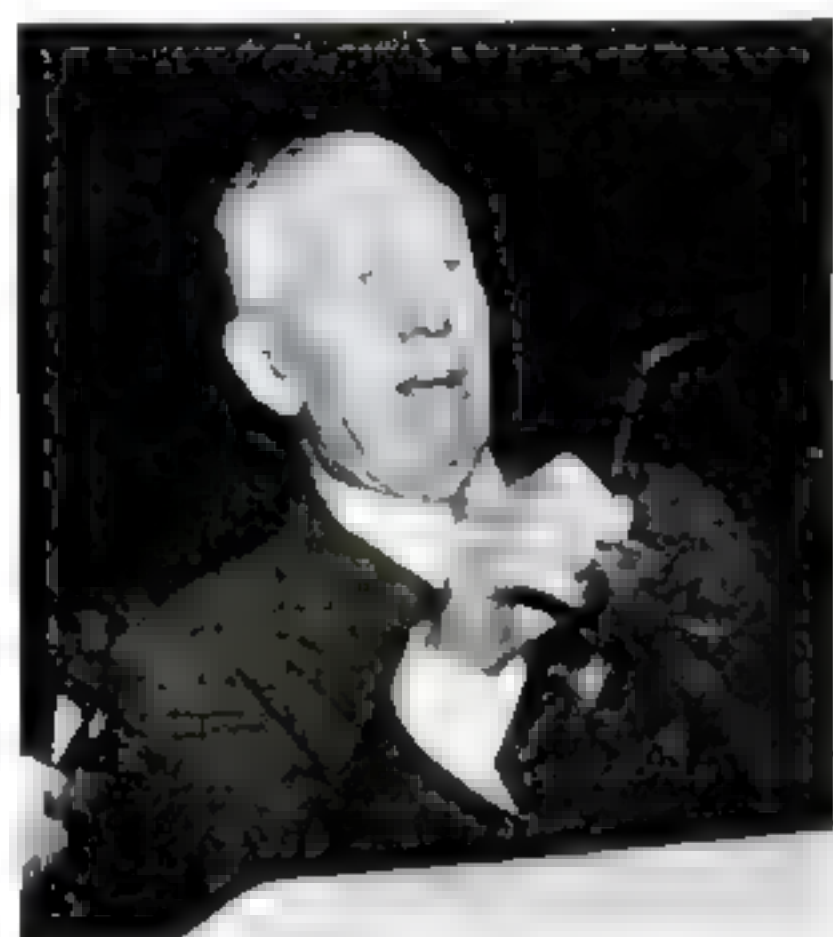


CABINET awaits the President at airport with news of crisis. Left to right: Marshall, Forrestal and Clark.

THEY WARN GREECE MAY FALL



SECRETARY FORRESTAL (left), sitting beside Chairman Eaton, asks the House Foreign Affairs Committee for more money for Greece and Turkey. He pointed out that they barred Russia's way to "rich resources of the Near East" and he warned that if either country fell to Communists, it "could have military consequences."



SECRETARY MARSHALL told Senate committee guerrillas are "supported from neighboring countries" in the Soviet sphere. He urged increased military aid to discourage "more overt aggression", warned that if Greece and Turkey fall, it would "greatly weaken" anti-Communist resistance in nations we plan to help under ERP.



DWIGHT GRISWOLD, the head of the mission, was optimistic with reports before leaving recently that the program was lagging but that it would be helped by a few military victories. Effectiveness of program was weakened by friction between him and Ambassador Lincoln MacVeagh, who was assigned to Portugal last week.



GREEK SOLDIERS FIRE BRITISH 25-POUNDERS AT GUERRILLA STRONGHOLD IN MOUNTAINOUS ALBANIAN BORDER

GREECE

In sporadic battles with guerrillas
harassed army is getting nowhere

The U.S. program is failing in Greece. Its laudable intent, when it was proposed as the Truman Doctrine just one year ago, was to help the elected Greek government by furnishing goods and money to rebuild the economy and furnishing arms and military advice to fight the Communist guerrillas. But this month, as administration officials asked Congress for more money for the program (left), they freely admitted that so far the program was inadequate.



COUNTRY NEAR KONITSA. THE TOWN RECENTLY WAS RESCUED FROM GUERRILLA SIEGE IN NINE-DAY BATTLE

The U.S. has learned that the economic reconstruction (*next page*) cannot be successful until the military campaign is. To speed up this campaign Lieut. General James Van Fleet, a tough-minded Army trouble-shooter, has been sent to Greece as the new boss of the military advisers. He faces a formidable job. So far the Greek army has been woefully inefficient. Many officers take the cynical attitude that if we want them to fight our war against

Russia we will have to give them unlimited supplies. When a U.S. officer suggested a cavalry attack at night, the answer was, "We never move cavalry at night. Horses fall down. . . ." Even worse is the problem of fighting guerrillas who swoop down on villages, then disappear into the hills. As a result, day after day the army combs the mountainous countryside asking where the guerrillas are. The answer invariably is "everywhere and nowhere."



GUERRILLA LEADER "General Markos" (*center*) commands some 24,000 raiders. Many guerrilla prisoners admit receiving support from Albania and Yugoslavia



TOP U.S. ADVISER General James Van Fleet (*left*, with Greek general) gave Greek army a pep talk, asked the guerrillas to surrender and "save all this bloodshed."



BATTLE PLANS are discussed in Salonika area by U.S. and Greek officers who are wearing British uniforms. U.S. officers now are advisers in every unit from division up.



U.S. JEEPS wait in a vehicle park to be used by the Greek army. But because of the boulder-strewn roads in mountain country the demand for parts, especially springs, has been tremendous.



USELESS PUMPS (above), sent by UNRRA last March, were the wrong kind, have rusted ever since. Below: Greek workers lay pierced steel planking to improve Siles Airport at Salonika.



The Showdown CONTINUED

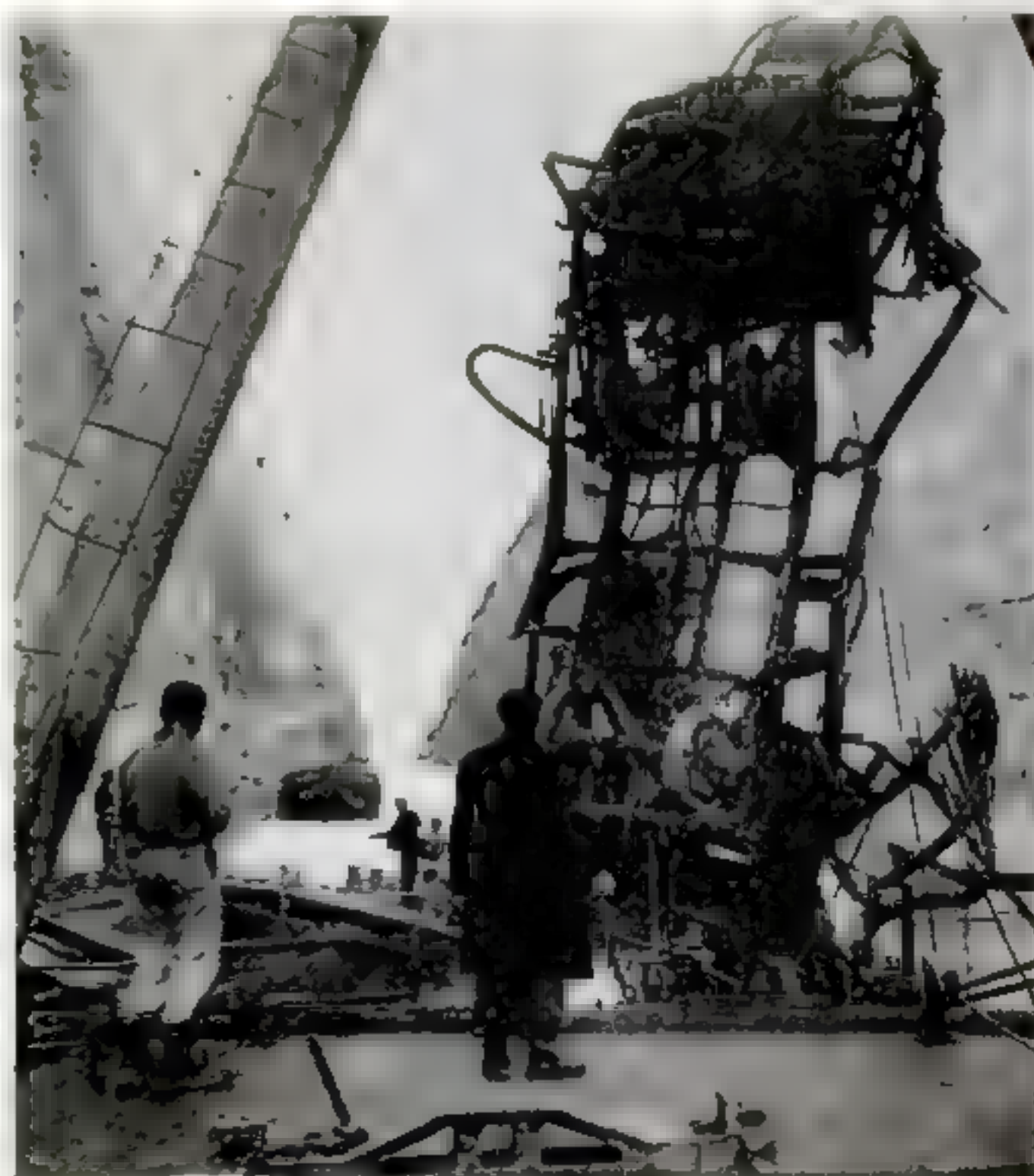


ROYAL FAMILY is headed by King Paul, who has been inactive because of ill health. His wife Frederika has done relief work and visited the front lines.

U.S. MONEY GOES FOR ARMS, RECONSTRUCTION AND RELIEF

Since July 1947 the U.S. has spent about half of the \$129 million allotted for civilian reconstruction. The ancient Corinthian is being cleared out, airports are being improved, we have sent rebuilding equipment, medical supplies for the victims. All this has helped little.

The reason is that as long as the army's campaign is ineffectual, the guerrillas wipe out most of the good the U.S. can effect. Huge quantities of food have been earmarked for the battle areas. But in the "insecure" towns none of it is handed out because the guerrillas would immediately steal it. So the women in these towns, most of whom have been taken away, gather their children and start the long trek south. There they join an ever-increasing horde of civil war refugees, too many to feed, clothe and shelter. Though anti-Communists at first, they are weakening. Every time they see an American, they ask the same plaintive question, "Where is this American aid? The Communists told us it would never arrive and we did not believe them. But now—where is it?"



CLEARING CORINTH CANAL, U.S. technicians direct job as derrick hauls up wrecked railway car. In World War II Germans blew up canal bridges.



TWO WAR VICTIMS are Margarita Vassilon and her hungry 6-week old baby who still has the strength left to cry. Evacuated from their home when guerrillas attacked

the town, Mrs. Vassilon, her six children and her husband live in an old railroad car in Vera. Brush lean-to at left shelters the one horse they were able to bring with them.

THEY URGE ARMS FOR CHINA



GENERAL MACARTHUR (above, left, with Lieut. General Robert L. Eichelberger) cabled House Committee, "Friendly and searching as our interest may be in the reformation of China's... practices... maintenance of China's integrity against destructive forces which threaten her... is of... more immediate concern."



WILLIAM BULLITT (right) tells the House Foreign Affairs Committee under New Jersey's Representative Charles A. Eaton that China should have \$100 million in military aid immediately. He also urges sending either General MacArthur or General Mark Clark to help Chinese organize their defenses against Reds.



GENERAL WEIDEMEYER (left) calls for prompt military assistance to Generalissimo Chiang Kai-shek's government, tells Representative Eaton and committee, "I predict that if we don't take appropriate steps to stop this Communist conflagration, we are going to pay in blood. We must calculate the cost in blood."



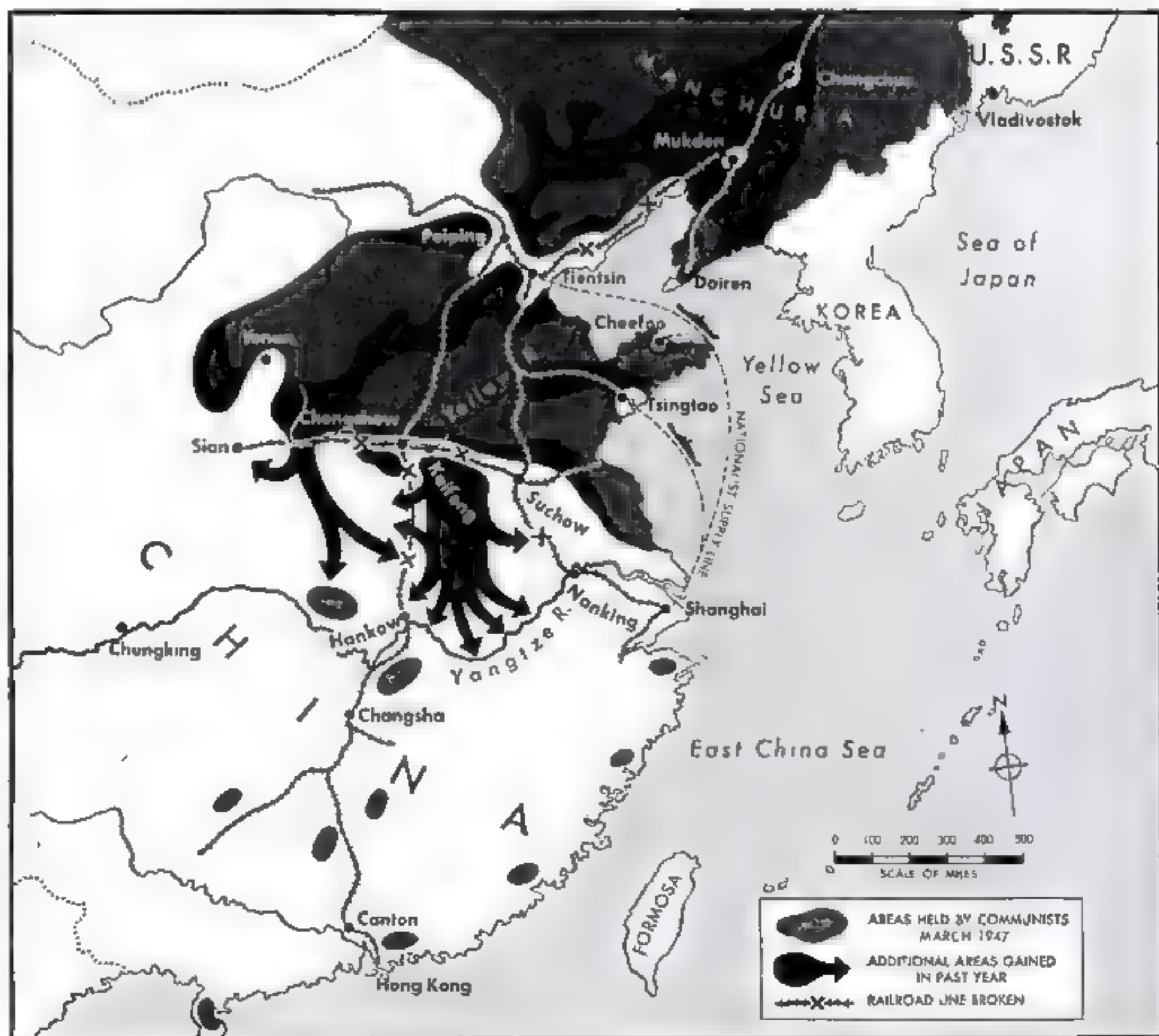
SOLDIERS OF THE 8TH REGIMENT PLOD ALONG AN ICY ROAD NEAR MUKDEN ON ANTI-COMMUNIST PATROL.

CHINA

While the U.S. talks about reform,
the Communists are winning the war

In the spring of 1945 the Japanese invaders of Asia held all of Manchuria and nearly one third of China proper. Last week—less than three years after liberation—Manchuria again was all but lost, and at least one quarter of the Chinese heartland had fallen under control of Communist forces equally hostile to the Chinese government and the U.S.

Chinese Nationalists still held Manchuria's capital, Changchun, and Mukden, its great metropolis.



COMMUNIST GAINS have blotted out nearly all opposition in Manchuria and have included new drives as

far south as the Yangtze. Not all Red areas shown above are organized but Nationalists are denied use of them.



THESE MEN, TRAINED IN BURMA'S HOT JUNGLES UNDER GENERAL STILWELL, ARE FIGHTING TO SAVE FEW STRONGHOLDS NATIONALISTS HAVE LEFT IN MANCHURIA

Nationalist troops patrolled the suburbs (*above*) in a narrowing circle, but the streets were desolate and the city itself was doomed. When it fell the Nationalists would have lost the key to all of Manchuria's fabulous wealth in iron, coal and industry.

In one year's time the Communists had made most of North China untenable and had driven to the banks of the Yangtze (*map below, left*). Even the deep south was spotted by local revolts and Red

agitation, while war born inflation hit astronomical new highs in Shanghai and Nanking. What was the U.S., which had spent thousands of lives and millions in treasure to smash Japanese imperialism, doing to help China in this new peril?

Not much, although last week in Washington three distinguished witnesses (*left*) warned of the futility of fighting Communism on the front porch of Europe while leaving the Asiatic back door open.

Former Diplomat William C. Bullitt and General Douglas Mac Arthur urged military support of Chiang Kai-shek. So did Lieut. General Albert Wedemeyer, a China veteran who confessed an "honest difference" with his old commander, Secretary of State George C. Marshall. Unless Chiang Kai-shek got guns and bullets now, the "reforms" Secretary Marshall advocates in the Chinese government probably would be of the type exported from Moscow.



MUKDEN RAILYARDS, which once handled 50 or more trains daily, are barren now. Communists have cut all major rail lines and only a few short-haul trains are operating.



MUKDEN BUILDINGS have fallen into disrepair. Lacking coal for central heating, residents have installed tiny charcoal burners whose stovepipes jut through windows.



A RAGGED REFUGEE, HANDS TREMBLING WITH COLD, GRASPS HIS DAILY "MEAL" OF GRUEL.

The Showdown CONTINUED



THESE WOMEN PRISONERS WERE "COMFORT GIRLS" FOR CHINESE REDS

BESIEGED MUKDEN IS SUFFERING FROM COLD, HUNGER AND FRIGHT

Even if U.S. military help comes in time to halt the Communists in China proper, there now seems little hope of retrieving Manchuria. Assisted by the coldest winter in 36 years, the Communists have pocketed the Nationalists in a few icy cities. All winter long the once-splendid metropolis of Mukden has had no wood, no gas, no fuel oil and virtually no coal. Only one of the city's 14 soup kitchens has been able to operate, serving a few hundred bowls of bean and millet gruel each day to tattered refugees (*left*). Many have starved.

The more fortunate, those with means or influence, have left encircled Mukden when they could by airplane (*below*). But death sometimes has overtaken them, too. Twenty-six were killed recently when a C.N.A.C. plane, carrying a tremendous load of 60 persons, recently crashed on taking off from Hun Ho airport (*opposite*). The dead lay for a long time where they had fallen, under the powdery, drifting snow.



EVACUATION PLANE is jammed far beyond capacity by Chinese fleeing Mukden's misery. In their desperate eagerness to save a few of their possessions, Chinese dodge

baggage limitations by wearing vast quantities of clothing. One woman came aboard dressed in two of her husband's suits and wrapped in sheets, tablecloths and towels.



SNOW SWIRLS OVER BODIES OF MUKDEN REFUGEES KILLED
WHEN THEIR OVERLOADED PLANE CRASHED DURING TAKE-OFF

CUSTOMS UNION WITH CANADA

CANADA NEEDS US AND WE NEED CANADA IN A VIOLENTLY CONTRACTING WORLD

Canadians are the closest friends we have in the world, and they are in serious economic trouble. From the U.S. they need, and deserve, considerably less apathy about their plight. More than that, they need complete and permanent economic union with the U.S. The U.S. needs this too, and so does the future of a healthy world.

Many Canadians, rightly proud of the distinctive nation they have built, will fear the political consequences of an economic merger. Many will believe it would be damaging to Britain. But Canada's political integrity is not the issue here. Canada's ties with Britain are of the heart, transcending the pocketbook. However the logic of history is forcing Britain into closer ties with the European continent, and so Canada's economic future lies with ours.

We are confronted with a new situation which U.S. and Canadian citizens alike are reluctant to face up to. It is that the world order policed by Britain, which permitted Canada and the U.S. to develop their separate cultures pretty much apart from the world's tensions, has disappeared. It is a violently contracting world now, forcing all of us into new responses. A time when military strategists look at the top of the world and see that Canada is the only country between us and Russia is no time to base our judgments on the circumstances of 1912. So let us look at the Canadian problem, not to argue, just to learn.

The Trouble

The sixth-grade geography books always told us that Canada was the world's foremost farmer. She had well-developed markets in Britain and on the European continent. But most of the geography books were printed before World War II, so they don't tell of the tidal wave of British orders for war goods or of the engulfing flood of U.S. war contracts and subcontracts. These made Canada the world's fourth greatest industrial power.

And this wartime industrialization, with its higher wages and profits, brought Canada a 40% rise in living standards. When the war ended the Canadians naturally wanted to keep right on, like a 20-year-old air force general.

Canada thought she saw a way. She had the farm and factory production; she also had plenty of customers. England signed up a four-year agreement for most of Canada's grain at \$1.55 a bushel. This price looked good until U.S. farmers began getting twice as much and Perón held out for \$5. However all Europe clamored for Canada's new industrial production, and price seemed no barrier.

Naturally prices are less bothersome when you count your money as though it were cigar-store coupons. And that's what Canada's foreign exchange might just as well have been when Canadians tried to spend it for the U.S. fruits and nylons and gadgets that go to make up a 40% better living standard.

But the Canadians even had an answer to that. They had a wartime accumulation of the U.S., or "hard," variety of money. So Canada merrily expanded her plants and shipped more goods overseas. In this Canada believed she was serving the cause of humanity, as she was. She

exerted a much greater effort, per capita, than did the U.S.

All this necessitated buying a steady flow of coal, oil, machines and raw materials, in addition to luxuries, from the U.S. Canada, always our best customer, became a super de luxe customer. Still her dollars held out.

Dawn, Cold and Gray

Then, one morning in the middle of last November, Canadians awoke to find that they could see the bottom of their dollar barrel, and that their government had responded by trimming the outgo. Canadians who want to buy U.S. machinery have to get special government permission. If Canadians want to play in Miami they have to figure how to do it, round trip, all expenses, for \$150—a neat trick.

That rise in living standards is being cut back. The party is over; it hurts. In their less logical moments the Canadians gripe at the U.S. But we must all realize that radical changes have come to the world economy. For example Britain, who once so very largely clothed the world with textiles, is now hard pressed to decently cover her own people, let alone export enough to pay for her food. The only safe assumption for Canada is that Britain and north-west Europe will be places of austerity, striving for greater self-sufficiency even in food, for some years to come. Even when they do recover, it may be to find populations, which means consumers, permanently depleted by extensive migration.

So, Canadians cannot count upon European recovery to bring them quick or even steady economic improvement. A little help may accrue to Canada from the Marshall Plan in that the 16 recipient countries will have some "free" dollars with which to fill needs from Canada. But the number and the use of these dollars will be closely controlled in Washington.

The true long-term answer for Canada is to export more food and manufactures to the U.S. That answer has been evident for many years. But Canada and the U.S. always had some quarrel or other, from the time Canada refused to join our Revolution on through the fur seal controversy and the Alaskan border bitterness, down to the turn of this century. Then Washington and Ottawa decided it was time to patch things up. Teddy Roosevelt, followed by William Howard Taft, worked a reciprocal trade agreement with Canada. It was a good agreement and was actually approved by the U.S. Congress in 1911. But certain indiscreet Americans began to talk about admitting the Canadian Provinces as states. This so disturbed the Canadians that they elected a new parliament which refused to approve the treaty.

The door was held open until 1922 when, in a burst of ignorance about how a creditor nation should act, the U.S. Congress passed the regrettable Fordney-McCumber tariff. The U.S. reopened the question in the mid-1930s, but by that time the damage had been done. For to get inside the Imperial Preference tariff wall, U.S. manufacturers had opened branch plants in Canada. So then, as now, when Canadians wanted to increase their exports to the U.S. they had to figure out such things as how Ford

of Windsor could compete in Omaha with Ford of Dearborn.

The wartime Hyde Park agreement between Mackenzie King and Roosevelt sent a new flood of war goods into Canada, for use against the common enemy. Today the enemy is hunger, despair, anarchy, Communism. Canada's surplus foods and manufactures are unquestionably needed in this new sort of war. Since Canada herself has shown that she cannot fiscally operate in today's world, and since Britain is fiscally impotent, it is up to the U.S. to act. Doing so, we will not only employ Canada's considerable resources but also lighten the impact on our own food and industrial output.

Union Now!

The step we should take is a complete U.S.-Canadian customs union. This means that a manufacturer in Hartford would have no more trouble buying or selling in Toronto than in Chicago. Nor would a Canadian farm-machinery maker think more of selling an implement in Iowa than in Manitoba.

Obviously this would mean some initial upset on both sides of the border, and some absorbers might have to be provided for that shock. But the long-term gain would make these upsets seem as trifles. It might open the way, for example, for a considerable movement of U.S. heavy industry to the new iron discoveries in Canada's Côte-Nord as the Mesabi Range peters out.

The important thing is to start thinking and acting as partners and not as rivals. The rate and degree of economic integration that is mutually desirable cannot be computed exactly in advance. Timing is perhaps the most important thing. It must be quick enough and thorough enough to rescue Canada, but slow enough to minimize damage to Britain. And it must be permanent. Canadians must not be left apprehensive about a reversal of U.S. policy.

Britain is already compelled to find more and more of her economic salvation within the European orbit. In her new position Britain will probably be the first to see that in the 20th Century Canada's lot is inevitably cast with that of the U.S. and so give a mother's blessing to the union.

Political integration may be desirable, and welcome, someday, but it is not now an issue. Economic union makes sense now. It is urgent and desirable for both countries. Who's against it, and why?

PICTURE OF THE WEEK: ➔

The troubled romance of exiled King Michael of Romania and Princess Anne of Bourbon-Parma ran into more difficulties last week. Because Michael is Greek Orthodox and Anne a Roman Catholic, their mothers saw Pope Pius XII to get a dispensation for the marriage. But, according to a Catholic news service, the Pope ruled that Michael must agree to rear his children in the Roman Church. That might mean relinquishing claim to the traditionally Greek Orthodox throne which Communists forced him to leave. Michael promptly sailed for the U.S. (alone), after declaring 1) he still considered himself King of Romania and 2) he still wanted to marry Anne.

MOTHERS OF MICHAEL AND PRINCESS ANNE LEAVE VATICAN
AFTER POPE REFUSES DISPENSATION FOR ROYAL MARRIAGE



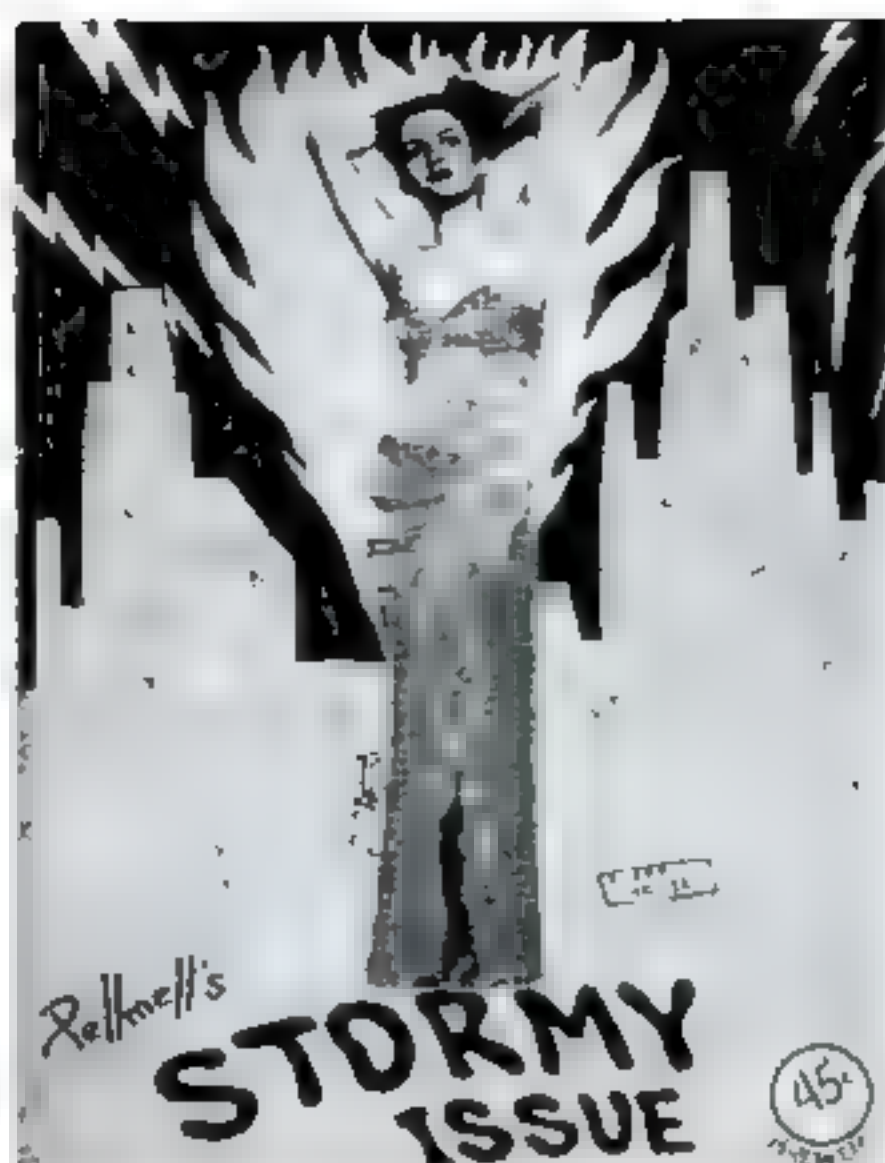


STRIPPING FOR THE STUDENTS. Stormy takes off a tight skirt. A moment later the crowd's mood changed from amusement to rage. While one group hustled Stormy

toward the pond, others pursued the musicians around the campus. None escaped unscathed although the bass-fiddle player somehow managed to salvage his instrument.



IN A NIGHTCLUB Stormy dodges an excited customer. "Sometimes," she said, "respectable guys lose their heads."



ON COVER of magazine, Stormy stimulates circulation. More than 4,000 copies of this issue were sold.



ON THE CAMPUS at L.S.U., Stormy autographs *Pell Mell* cover for student. Student director objected to this activity.

THE STRIP-TEASER AND THE STUDENTS

"Stormy's" act for the Louisiana State University humor magazine backfires and turns into a campus riot

The big trouble at Louisiana State University began late last January, when the staff of a callow campus humor magazine called *Pell Mell* found out about a New Orleans French Quarter strip-teaser named Stacie ("Stormy") Laurence. Although they were tardy in recognizing Stormy—she is so much of an institution that even the mayor feels obliged to display her after he has shown visitors the old cemeteries and the iron balconies—they soon made up for that. To bolster *Pell Mell's* circulation the enterprising editors turned Stormy into a cover girl (above, center) and dedicated an issue to her. Then they brought Stormy onto the L.S.U. campus, where she autographed copies of *Pell Mell* so effectively

that circulation went up to more than 4,000 among 9,000 students. But the hackles of L.S.U.'s director of student life, J. Perry Cole, also went up, and he banned the magazine—and Stormy—from the campus. Undaunted, Stormy returned on March 4 accompanied by her nightclub orchestra and a truck, in the cause of art and to show her scorn for Director Cole. Before a big crowd, alive with conflicting shouts of "Hurry up, we'll be late for class!" and "To hell with classes!" Stormy began to strip. But just as she reached a critical stage (opposite), up rose a mass of righteously indignant students who used her most ungenteelly. They toppled her truck, manhandled her musicians and flung Stormy into a

nearby pond. Stormy's pianist was discovered some time later hiding under a bed in a men's dormitory. Her bass-fiddle player miraculously escaped through the crowd with his instrument and left the vicinity secretly in the back of a hastily commandeered ice wagon. By nightfall relative quiet was restored and Stormy was released by state police, who had taken her into protective custody. That evening Stormy appeared for work in her nightclub decorated with bandages, and most of her musicians straggled in from various points of refuge to play for her. However the saxophonist stayed home to nurse a bruised jaw, and the trumpeter called in to say that he would not be on hand either. His mother refused to let him go out.



OVERTURNED TRUCK was left behind by fleeing musicians when crowd got out of hand. Beneath the wheels are the remains of a piano which was torn apart for souvenirs.



DRENCHED DANCER is led away to safety by campus police. As she emerged dripping from the pond where students threw her, Stormy acidly said, "Boys will be boys."



MARTHA TAFT (CENTER) GASPS AT SHARP QUESTION AS WASHINGTON NEWSMEN ADAMS, CHILDS AND SPIVAK LAUGH. MARTHA MOUNTREE (RIGHT) RUNS PROGRAM

MARTHA TAFT MEETS THE PRESS

Martha Bowers Taft, wife of Republican Presidential Candidate Robert A. Taft, is the mother of four children, belongs to the League of Women Voters and looks like many other Cincinnati club-women. But the appearance is deceptive.

She is a veteran campaigner who stumped 77 of Ohio's 88 counties in the senatorial election of 1938 and once even charmed an audience of hostile coal

miners. Today she is known as a better vote getter than her husband. In Washington on Feb. 27 on a radio program called *Meet the Press*, she again demonstrated that she is wittier and faster on her feet than most professional politicians.

With four reporters publicly interviewing her, the program started off with Mrs. Taft on the defensive. The newsmen tried to trap her into con-

tradicting herself on political issues of the day. But she couldn't be trapped. Then they tried to catch her with questions about her husband. She couldn't be caught—even when Phelps Adams asked, "Mrs. Taft, some of your husband's critics have insisted that he's a very difficult man to get along with. . . ." After a meaningful gasp Mrs. Taft replied with a good-humored, "Oh pooh."



SWEET REASON results when she is asked about Henry Wallace's idea that 1) the U.S. get a new president. 2) he be someone who will see Stalin. Mrs. Taft's answer: "The first half of that suggestion I would take."



STARTLED LOOK is caused by the highly personal question. "What is your husband's most irritating habit?" To this Mrs. Taft answered candidly, "Forgetting to do the things I tell him to do on the way to the office."



DARK SCOWL clouds her face when subject of the new White House balcony is brought up. Mrs. Taft's suggestion: Truman should have balcony made portable so that "he can take it back to Missouri with him."



Listen with enchantment...Own with pride

...an investment that pays daily dividends in musical beauty with the

"Golden Throat"



FINEST TONE SYSTEM IN RCA VICTOR HISTORY

This exclusive 3-Way Acoustical System made radio history in thrilling tests of tonal fidelity. Even trained musical ears could not tell the performance of the "Golden Throat" from that of a living musician.

Tune in Robert Merrill, singing "Music America Loves Best"... Sundays, 2 PM, EST, on your NBC station.

ONLY RCA VICTOR MAKES THE VICTROLA
"Victrola" T.M. Reg. U. S. Pat. Off.



Victrola 711V3
plus on AC. Your choice of veneered walnut or mahogany finish. Ample space for records.

Richness of tone—the famous "Golden Throat"—matches richness of styling in this luxurious new Victrola radio-phonograph! Finest walnut or mahogany veneers are matched and contrasted to fashion a Hepplewhite-styled cabinet of dignified beauty.

For radio, you have standard, ocean-hopping short wave *plus* the clear, static-free beauty of RCA Victor Frequency Modulation. For records, there's a fine automatic changer. Listen as it plays the great new RCA Victor album of Beethoven's *9th Symphony*. Pile on as many as twelve 10 inch records. Hear how quietly, quickly the changer operates... how marvelously beautiful the music sounds! RCA Victor's "Silent Sapphire" pickup brings you *pure music*—no hiss or needle chatter, no needle changing.

Yes, there's musical magic waiting for you at your RCA Victor dealer's... brilliant performance of radio and records... in this superlative Victrola 711V3. It's a life-long value.

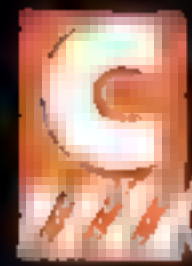
RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

CUR

ASSORTED
FRUIT
DROPS



Another
Makers of

tiSS



CURTiSS *Candy*

Baby Ruth and Butterfinger Candy Bars



Drink of the hour

THIS hourglass can't, of course, tell you when cocktail time arrives . . .

But it does offer a very good suggestion for that particular hour—namely, that you ask for your favorite bar for a Four Roses Old Fashioned.

Many people tell us there is no other drink quite so soul-satisfying and heart-warming. And *that*, we believe, is because there is no other whiskey with the

distinctive flavor and mellow smoothness of Four Roses.

So, when cocktail time comes for you today, why not make a Four Roses Old Fashioned your “drink of the hour”?

Fine Blended Whiskey—90.5 proof, 40% straight whiskeys, 60% grain neutral spirits.

Frankfort Distillers Corporation, New York.

FOUR ROSES



AMERICA'S MOST FAMOUS BOUQUET





AT A MASS MEETING IN WINCHESTER, MASS. JOHN HANLON (IN SHIRTSLEEVES) IS SWAMPED WITH BED SHEETS FOR BELGIUM BY HIS ENTHUSIASTIC NEIGHBORS

BELGIANS GET BACK THEIR BED SHEETS

Winchester, Mass. pays war debt

During the Battle of the Bulge in December 1944, Major John Hanlon of the 101st Airborne Division was trapped in the Bastogne pocket in Belgium. To camouflage members of his battalion in the snow, Hanlon borrowed 48 bed sheets from the villagers of Hemroulle, a farm community near Bastogne. He promised to return the sheets, which were scarce luxuries in an area that had been thoroughly looted by the Germans, but when the battle was over they had been lost or torn to shreds. Hanlon moved on and eventually returned to his home in Winchester, Mass., where his obligation to Hem-

roulle was sidetracked in the press of his return to civilian life.

But last November Hanlon was ready to consider his debt again. With his neighbors he organized a citywide campaign which worked so well that he was soon swamped with 740 bed sheets (*above*), more than 15 times number he had borrowed. On Feb. 21, shortly after the third anniversary of the battle, Hanlon returned to Hemroulle, where the delighted villagers cheered him—and the U.S.—more sincerely than they would have cheered any ready-made, cut-and-dried gesture of goodwill.

STYLED BY HARRY ROLNICK, FAMOUS HAT DESIGNER



NO TUGGING...

NO STRETCHING...



IT FITS YOU *Naturally*



THE "LOAFER"
A Spring Lightweight as Worn by
Jack Carson
Starting in Warner Bros. Production
"April Showers"

BECAUSE OF THE *"Comfort Zone"*

It's like no other hat you have ever worn! As easy on your head as an old favorite. There's no need to pad or stretch a Resistol "Self-Conforming"® Hat... for the soft, cushioning leather band is made to shape itself to your head—naturally. But that unique leather does more than give comfort! It prevents distortion of the hat's shape and keeps a Resistol looking new—longer.

The new Spring "Self-Conforming"® Resistols are being shown by leading hatters everywhere. Write us for name of one nearest you.

TEN TO ONE HUNDRED DOLLARS

Resistol Hats—350 Fifth Avenue, New York; Factory, Garland, Texas



U. S. Patent No. 2,178,495

© 1948 Resistol Hats

Belgian Bed Sheets CONTINUED



WAVING AMERICAN FLAGS, Belgian schoolchildren line up in Hemroulle to watch Hanlon on his way to the chapel with crates of sheets. Many



HANLON RINGS BELL in the local church to start ceremony. During the battle in 1944 he rang bell to call citizens together so he could arrange the loan.



were too young to recall Hanlon's wartime visit but turned out anyway to see what an American, clean-shaven and in civilian clothes, actually looks like.



ON WAY HOME Belgians proudly carry sheets through the snow. Extra sheets—692 more than Hanlon borrowed—went to a Bastogne institution.

CONTINUED ON NEXT PAGE

How a husband picks a washing machine...



He's interested in what makes a washing machine tick. Asks himself 'How long will it last? Will it drain our hot water supply? Require costly installation? Need oiling? Is it guaranteed; free of heavy vibration?'



He looks inside—examines the gears, the precision manufacturing. And the YOUNG Washing Machine gives him the right answers. Small wonder it's the fastest growing washer on the market today!

It's easy to see why women go for the super-quiet YOUNG, too. For here's an economical wringer-washer that looks smart...that has a handy table-top...that slips snugly between other cabinets, counter-high!



One flip of the control, and a big family-size wash is really clean in 8 short minutes. Agitator-action speeds out the dirt—gently for silks, thoroughly for cottons and woollens. Thermo-sealed tub holds water hotter, keeps suds active longer. Yes, look at 'em all—but don't miss the wonderful new YOUNG!



Young

WASHING MACHINES

THE YOUNG CORPORATION

FALL RIVER, MASSACHUSETTS

Never neglect a paper cut



The tiniest injury can become infected. Never take a chance!

Cleanse the injury properly. Then put on BAND-AID®, the adhesive bandage whose quality you can trust.

It comes to you sterile. Keeps out dirt. Helps prevent infection, avoid irritation.

Caution: Remember, not all adhesive bandages are BAND-AID. Only Johnson & Johnson makes BAND-AID. And only BAND-AID brings you Johnson & Johnson dependability.

*BAND-AID is the Reg. Trade-mark of Johnson & Johnson for its adhesive bandage.

More doctors recommend BAND-AID than all other adhesive bandages combined.



DISTRIBUTION BEGINS on Feb. 21, as John Hanlon (center) doles out his bed sheets to pleased citizens in the square outside the chapel in Hemroulle.



HAPPY HOUSEWIFE grins as Hanlon returns sheets. Belgian newspapers made much out of the fact that Hanlon is "tall, handsome and unmarried."



TRYING THEM FOR SIZE is the next concern of prudent householders who wonder if sheets from Winchester, Mass. will fit Belgian beds. They do.

Read Below an Important Announcement
to the Hard-of-Hearing . . .
their Friends, Relatives, or Employers

DEAF NOW HEAR



with
**WORLD'S
Smallest
HEARING
AID**

**JUST
OUT!**

**NEW 1948
MODEL**

With The Amazing "MAGIC SILVER CIRCUIT"

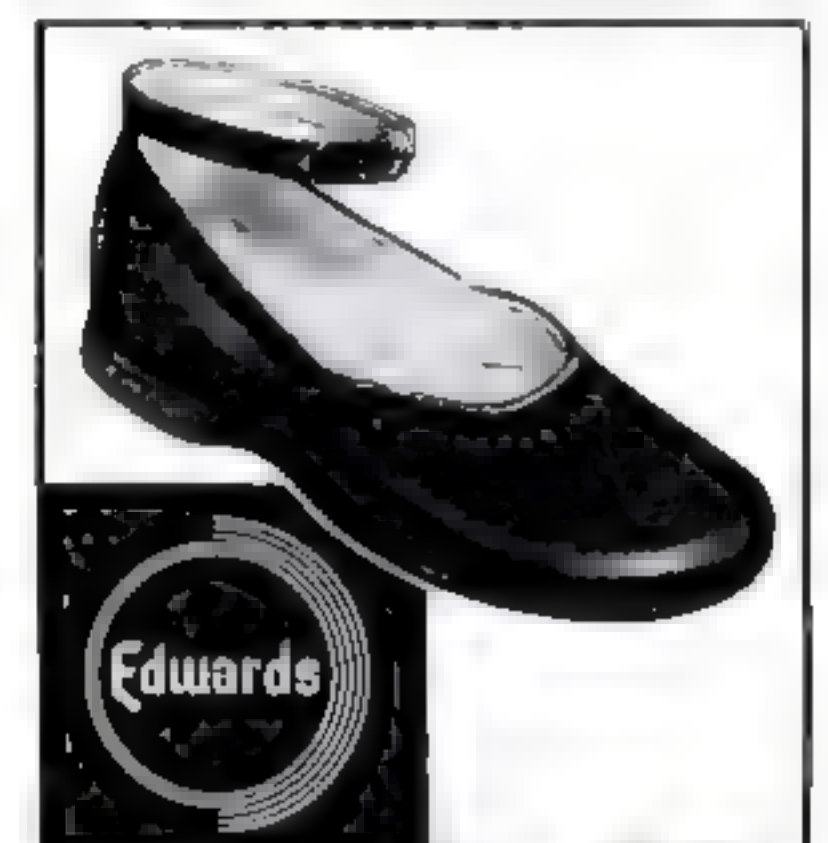
• Sensational tiny size—so small the entire unit can slip into the watch pocket of a man's trousers—yet, with a special receiver so powerful, it transmits 2 to 6 times more sound intensity. Midget size made possible at last by great war-discovered secret—"The Magic Silver Circuit!" Try it, and you'll agree . . . there's no finer hearing aid!

SMALLER • LIGHTER • MORE POWER!

FREE BOOKLET—Just off the Press! Write today for Free booklet containing latest scientific information on Deafness and how it can be overcome. Write for yourself, or friend, relative, or employee.

Beltone Hearing Aid Co., Dept. L-3
1430 West 19th Street, Chicago 4, Ill.

The New 1948
Beltone MONO-PAC
HEARING AID



Your child's best
assurance of sound,
healthy feet is
proper fitting shoes.

Wise mothers choose
Edwards — designed
for foot health . . .
foot comfort.

They're economy-
wise, too, for Edwards
shoes come in two
extra sizes.

Edwards, 314-22 North 12th St., Phila 7, Pa.

When Nash owners get together —



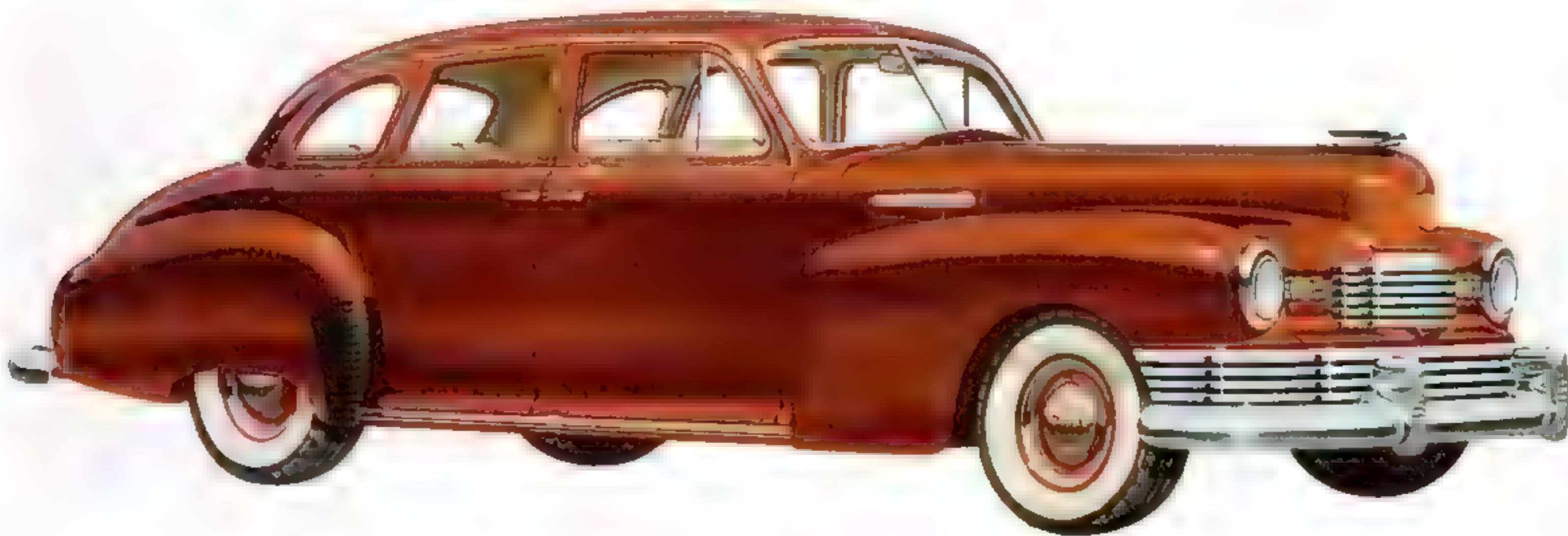
When two Nash owners get together they speak a language all their own.

For their cars aren't like others.

They drive through dust or blizzard or storm without drafts or dirt or fogged-up windows.

They get over 25 miles to a gallon of gas at average highway speeds.

Their cars are *big* cars, with head-room, leg-room, elbow-room for 6 Texas-size people, and luggage space for a tour across the country.



They know the blessing of coil springs on all 4 wheels—and of an ease of handling that takes *all* the tug out of steering.

Theirs is the quiet and the safety of an all-welded unitized body and frame.

As owners of Nash "600's," they're ahead of their friends in the things that make a car worth talking about.

Yes, they're probably the most enthusiastic motorists in America today.

You would be, too.



Product of Nash research and engineering, new Unitized body-frame construction sets the pattern for tomorrow. Built a new way, with frame and body welded into a single steel-girdered unit, it is lighter and immeasurably stronger. 8500 spot welds eliminate noise-making joints.

Nash

Great Cars Since 1902

Nash-Kelvinator Corporation, Detroit

The Steak is Swiss

The Cost is Scotch

with.....



SWISS STEAK is something to yodel about —when you cook it with rich, spicy Hunt's Tomato Sauce!

So easy to make, too! For Hunt's Tomato Sauce comes to you ready to use. And what a wonderful cooking sauce it is!

Kettle-simmered with fine spices and seasonings. Rich and thick and flavorful. Why, it takes more than four plump, fresh tomatoes to make one can. Yet Hunt's

costs you but a few cents! What a bargain in these days of high prices!

So—let Hunt's Tomato Sauce make your low-cost, everyday dishes into triumphs of flavor. Just cook it into your stews, soups, rice, meat loaf, fish, eggs, vegetables, gravies.

Start using this delicious work-saver soon. Get six cans at your market. Remember—for just a few cents a can!



Copyright 1948, Hunt Foods, Inc.

Swiss Steak—Hunt Style

1½ lbs. beef round, chuck, or rump	Flour
1 medium-sized onion, sliced	3 tbsp. chopped green pepper
3 tbsp. fat	1 can Hunt's Tomato Sauce
1 cup water	1½ tsp. salt
	¼ tsp. pepper
	1 tsp. Worcestershire sauce

Pour flour into steak and pound it in with edge of plate. Cook onion and green pepper in fat until tender. Brown meat on both sides in fat. Add delicious, spicy Hunt's Tomato Sauce, water, salt, Worcestershire sauce, and pepper. Cover and simmer about 1½ hours or until meat is tender. Your family will rave... and you will save!

Hunt—for the best

Hunt Foods, Inc., Los Angeles, California





ON ONLY \$37.13 A WEEK, 18-YEAR-OLD ROBERT McDOWELL (RIGHT) SUPPORTS PARENTS (LEFT), FIVE BROTHERS, SIX SISTERS. FATHER HAS BEEN ILL TWO YEARS

A HERO'S REWARD

Patchogue, N.Y. raises a fund for youth who saved three children

In Patchogue, N.Y. Feb. 13, an 18-year-old boat builder's apprentice named Robert McDowell had rescued two drowning children from the icy Patchogue River. Safely ashore, one of them screamed, "My brother's still in there!" McDowell eased himself out on the ice, plunged through a hole and located the missing brother, unconscious at the bottom of the river. After five minutes of artificial respiration the child (*below left*) was revived and McDowell quietly went home (*below right*).

The next day, when the story of the heroic rescue appeared in the papers, Patchogue learned that Robert was even more of a hero in his own home. For two years his father, Harold McDowell, had been too sick to work and too proud to ask for relief. The family of 14 (*above*) was reduced to living in a shack and Robert's pay of \$37.13 was its only income. Within a few hours the plight of the new hero's family was the concern of all Patchogue and the townspeople began to do something about it.



RESCUED CHILD, William McDermott, 8, is bundled off to ambulance by Patrolman Adolph Morge.



SCENE OF RESCUE is boat slip (*above*). Two of children who fell in clung to ice, third was dragged under.



RESCUER Robert McDowell heads home carrying wet clothes after changing in employer's house.



For Easter

**GIVE THIS
REALLY NEW
LIGHTER . . .**

Snap! **OPENS AND LIGHTS AUTOMATICALLY**

- **NEW 'LIGHT SWITCH' ACTION**—Opens and lights in one smooth motion!
- **NEW FUEL CAPACITY**
One filling lasts for weeks!
- **NEW FILLING EASE**
Simply slide open and pour.
- **NEW BEAUTY**
Platinum-derived rhodium finish.

\$750
No Fed. Tax

NEW A.S.R.[®] LIGHTER

by the makers of GEM RAZORS!

D. P. No. 146,973 U. S. Pat. Appl. No. 635,847

American Safety Razor Corp., B'klyn 1, N. Y.

A Hero's Reward CONTINUED



ROBERT (FOURTH FROM LEFT) MEETS WITH COMMITTEE ADMINISTERING

THE TOWNSPEOPLE PASS THE HAT

The day after the rescue a newcomer to Patchogue named Ralph S. Carmichael recalled that he had once been saved from drowning and decided to see that Robert McDowell got a suitable reward. He went to G. Howard Hatfield, president of the Peoples National Bank, and said, "Let's raise some money for this boy." Soon Carmichael had Robert telling his story to Kiwanis, Rotary and Lions Club luncheons. By Feb. 21 contributions to the "Robert McDowell Fund" were rolling in. Hatfield formed a committee with Carmichael and six other businessmen (above) to administer the contributions as a trust fund. The committee also set up contribution boxes in Patchogue stores (p. 58) and launched a publicity campaign. Last week Robert's still-growing fund totaled \$2,500. The townspeople were happy enough about it to ignore the slightly sour note their hero struck when he announced he would like to use the money to move to a farm "somewhere out West."



McDOWELL HOME is this three-room shack located 4 miles outside of town. At right is Robert's 1926 Ford, which he bought last September for \$20.



FUND. RALPH S. CARMICHAEL (FOURTH FROM RIGHT) ORIGINATED IDEA



McDOWELL FAN MAIL is collected in this special room which bank lets Robert use. Of the 300 letters received up to last week, 220 contained checks.

CONTINUED ON NEXT PAGE

\$1.00 Value for 75¢
... if you act quickly!



You can save twenty-five per cent on the regular sizes of these famous shaving preparations—by acting now. They're the modern products of 108 years' experience. Each year, they are used by more and more men... over twice as many now as before the war.

Here's what you get...

You save 25% on these famous preparations....You get the regular sizes

- 50¢** { Williams "Luxury" Shaving Cream—double-size
 ... or if you prefer brushless shaving
 Glider... "no-brush" shave—double-size
 plus ...
- 50¢** { Aqua Velva—full-size bottle

\$1.00 VALUE...Yours for 75¢

It's a bargain in shaving luxury! You can save twenty-five per cent on these nationally famous products—you get the *regular* sizes, enough for more than three months' use. The supply is limited, so don't delay. Get this money-saving combination today at any drug or toilet-goods counter.





La Mode
BUTTONS

*more needles pass through
La Mode buttons
than any other buttons in the world*

Such wonderful buttons! Simple buttons, fancy buttons, finest quality buttons... buttons for every conceivable fashion, at every price. Ask for La Mode and you ask for the right thing in buttons. At all fine stores.

B. BLUMENTHAL & CO., INC., 1372-82 BROADWAY, NEW YORK 18, NEW YORK
THE WORLD'S GREATEST SELECTION OF FASHION BUTTONS

There is always a RIGHT time...

HARVEL
One of the World's Fine Watches

RIGHT FOR ACCURACY
RIGHT FOR BEAUTY
RIGHT FOR PRICE

...and RIGHT for any Gift Occasion



Beautiful 17 jewel, precision-built, gold-filled watches. Man's, \$47.50; Lady's, \$42.50. (Fed. tax incl.) Ask for Harvel...sold only by reliable jewelers. Write for name of nearest Harvel dealer.

HARVEL WATCH COMPANY, DEPT. 43, ROCKEFELLER CENTER, NEW YORK 20

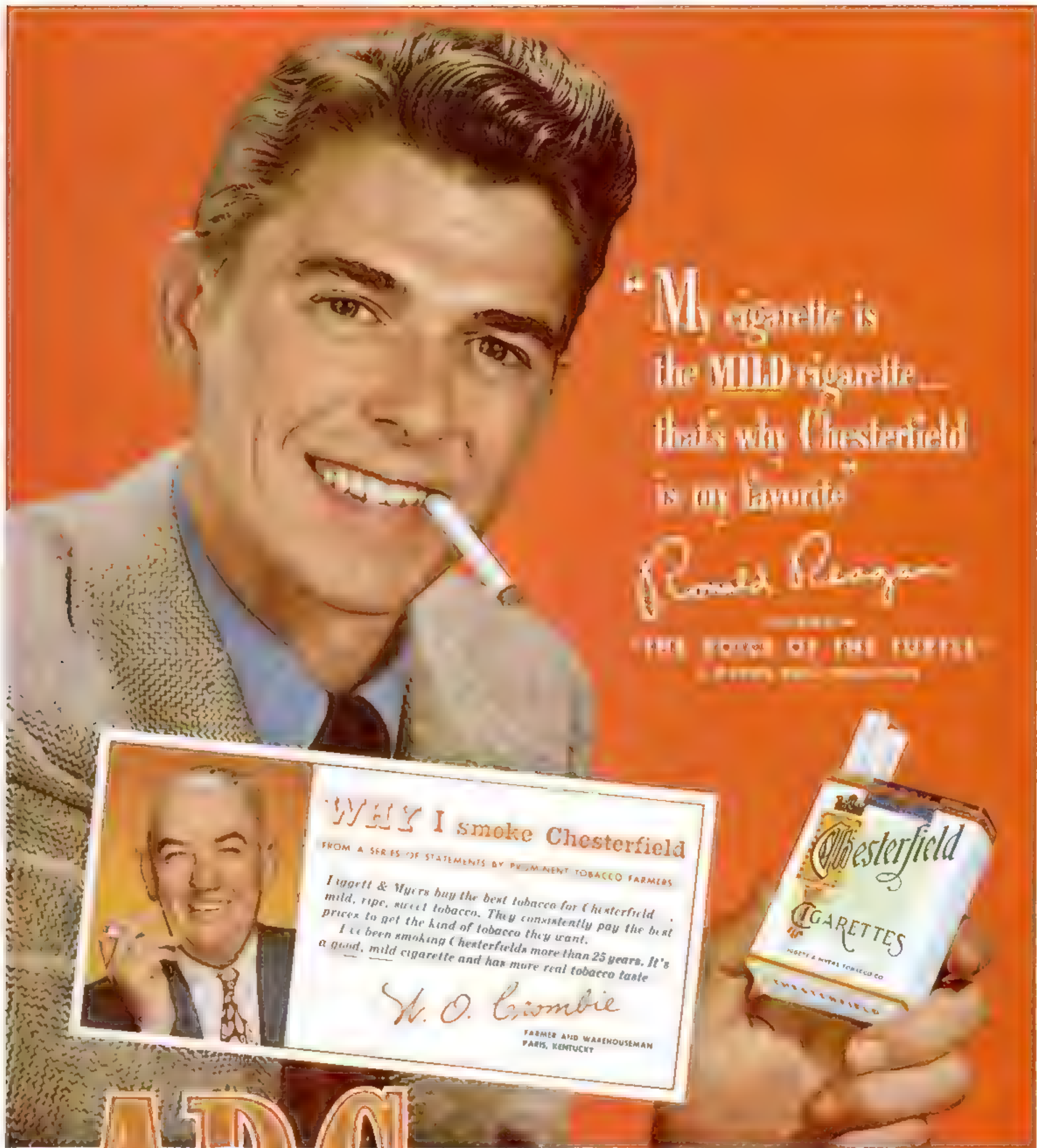
A Hero's Reward CONTINUED



HERO'S FUND is raised in contribution boxes set up throughout Patchogue. Patrons at Felice's bar and restaurant (above) donated \$220 in first week.



HERO'S GIRL FRIEND is Olive Ann Hayes, a 16-year-old high-school junior. Robert wants to marry her some day and, like his father, have 13 children.



"My cigarette is
the **MILD** cigarette
that's why Chesterfield
is my favorite."

James Cagney

THE KING OF THE SCREEN
LIVING LEGEND



WHY I smoke Chesterfield

FROM A SERIES OF STATEMENTS BY PROMINENT TOBACCO FARMERS

Iggott & Myers buy the best tobacco for Chesterfield - mild, ripe, sweet tobacco. They consistently pay the best prices to get the kind of tobacco they want.

I've been smoking Chesterfields more than 25 years. It's a good, mild cigarette and has more real tobacco taste

W. O. Lambie

FARMER AND WAREHOUSEMAN
PARIS, KENTUCKY



ALWAYS BUY ABC CHESTERFIELD
ALWAYS Milder BETTER TASTING COOLER SMOKING

★ ★ ★ PART OF THE AMERICAN SCENE ★ ★ ★

Coffee Time—in the clear, cool mountain twilight, when the welcome fragrance of coffee rising over an open fire marks the end of the ranch hands' day. And because Maxwell House is America's favorite...coffee time is Maxwell House time wherever you go. Painted by Fletcher Martin.



Because that "Good to the Last Drop" flavor adds so much real enjoyment to our daily living, Maxwell House is America's favorite, of ALL brands of coffee, at ANY price! North, South, East, or West, Maxwell House is truly part of the American Scene.



Throughout this nation of coffee lovers **MORE PEOPLE BUY AND ENJOY MAXWELL HOUSE THAN ANY OTHER BRAND OF COFFEE!**

Maxwell House Coffee Co., New York, N.Y.



ON HIS WAY TO A BROADCAST, A VISITING MOOSE GETS TANGLED WITH A WOLF ACTING AS HIS CHAPERONE. BEARDED TRAINER (LEFT) FINALLY UNWOUND THEM

MUMBLING MOOSE

Radio guest star grunts amiably, eats hats and tickles the women

In recent years stiff backed ushers in New York City's RCA Building, which has 34 broadcasting studios, have solemnly ridden herd on all kinds of unlikely radio performers including panthers, bears, camels and singing mice. But even the ushers' composure cracked a little last fortnight when an elevator suddenly disgorged a heavily chained gray wolf and a clumsy, 100-pound moose (*above*).

The moose, a young bull named Mushkig, was billed as a "talking moose" at a sportsmen's show.

When a chatty vacation program (Nancy Craig, ABC, 1:15 to 1:30 p.m. EST) ran short of guest stars, Mushkig was hastily recruited to fill in. The wolf went along for company. Awaiting his cue, Mushkig nibbled nervously on vacation leaflets, gum and a female press agent (*p. 62*). Finally Miss Craig called on him to speak. Unrehearsed but game, Mushkig wound up and delivered his entire vocabulary: a low pitched, juicy "Mooooooooo!" Burbled Miss Craig, "Thank you very much!"

Dermatologists say
For Hair Beauty:

Pure Castile is the *best* Shampoo

Some of America's leading dermatologists and beauty experts have written many books on hair care—which you can find in public libraries. These authorities state that a pure castile—particularly one with olive oil, is best for your hair.

And Conti Shampoo is made only with 100% pure castile and pure olive oil. So why trust your hair to any other shampoo—particularly when Conti is so downright economical. Buy a bottle of Conti Castile Shampoo at any drug, department or variety store—today!

LABORATORY RESEARCH
comparing CONTI with other
type shampoos gives you these
undeniable results:

Hair Shampooed with
CONTI

- ✓ RINSES QUICKLY
- ✓ SETS BETTER
- ✓ HOLDS WAVES LONGER
- ✓ HAS MORE BODY
- ✓ HAS LESS "FLY"

Conti never dries out the hair or scalp
Conti CASTILE SHAMPOO

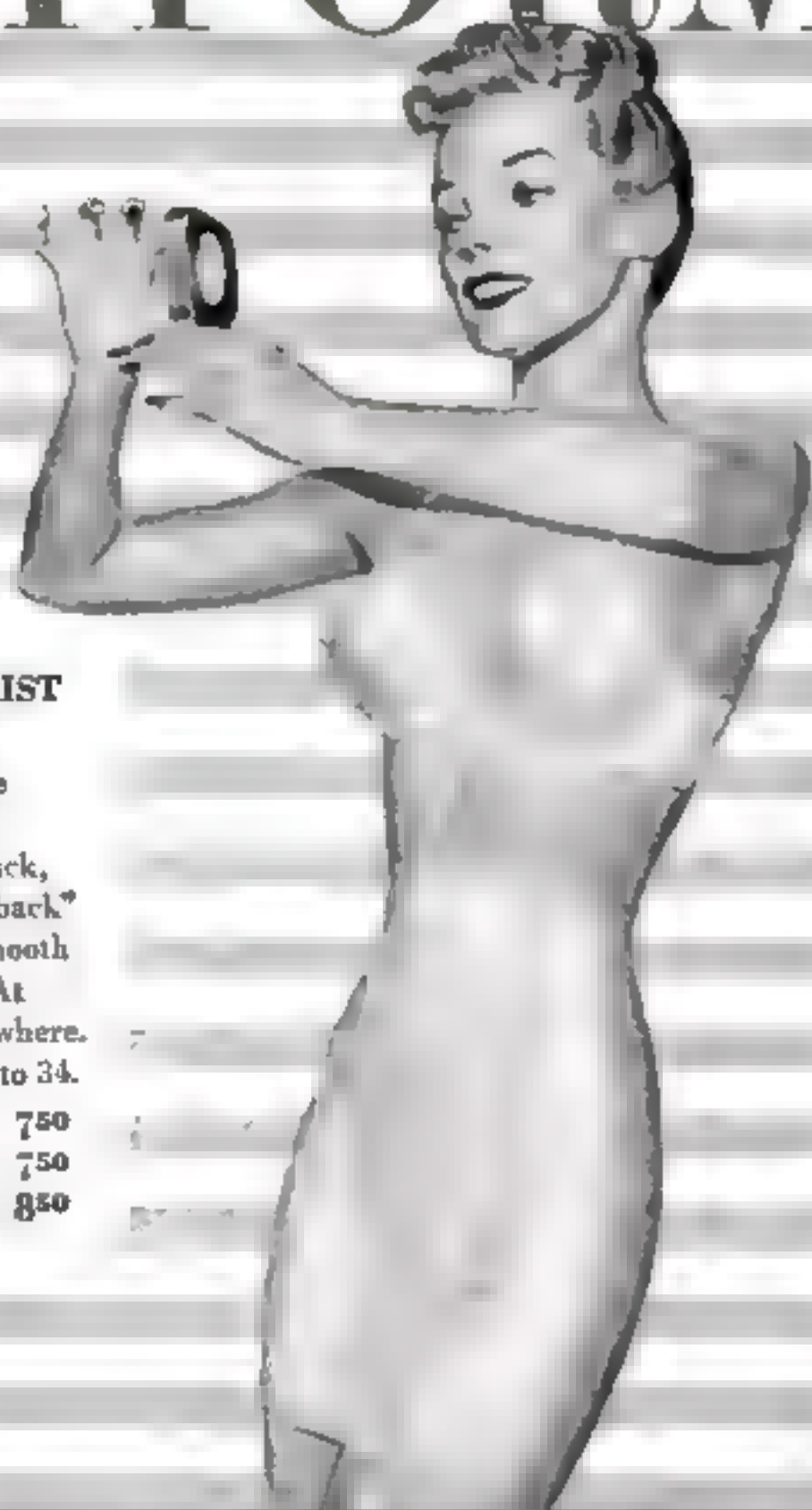
BESTFORM

*no finer
fit at any
price*

FOR A WILLOWY WAIST

Bestform's waist
controller... side
Talon girdle with
vertical stretch back,
featuring "swing back"
elastic band for smooth
midriff molding. At
good stores everywhere.
In nude—sizes 25 to 34.

Style 5464—14 inch. 750
Style 5664—16 inch. 750
Style 5864—18 inch. 850



Mumbling Moose CONTINUED



MUSHKIG MUNCHES a travel folder during interview with Nancy Craig and Trainer Joe LaFlamme. Moose also sampled the foliage on Miss Craig's hat.



MUSHKIG TICKLES a radio publicity woman who got too close while ABC Executive D. B. Van Houten grabs his belt and hastily begins a strategic retreat.



TIRED OF TALKING, Mushkig thirstily laps up water in a sound-effects trough. Tired of doing nothing, LaFlamme's wolf sprawls wearily on the floor.

in time for Easter



*Hollywood inspires them ...
Everyone admires them*



\$7.95*

*Sueses Slightly Higher



\$7.95*



\$7.95*



\$6.95*

Jolene, the Hollywood inspired shoes that take curtain calls wherever they're seen. Yours for spring and Easter loveliness with technicolor drama...newest details...expert craftsmanship. Wear Jolene shoes, inspired for you in Hollywood at an unbelievably low price!

\$6.95
to \$8.95

(Higher Denver West)

For the name of the Jolene Store nearest you, write

TOBER-SAIFER SHOE MANUFACTURING COMPANY • SAINT LOUIS

"There's nothing cold
about you... except the
gun in your hand!"



ALAN
LADD



VERONICA
LAKE

Together again in the kind
of reckless adventure
that leads to love and
violence...this time in the
most glamorous city
of the Far East!

SAIGON

The Paris of the Orient!

with

Douglas Dick · Wally Cassell
Luther Adler · Morris Carnovsky
Mikhail Rasumny

Produced by

Directed by

P. J. Wolfson · Leslie Fenton

Screenplay by P. J. Wolfson and Arthur Sheekman
Based on a Story by Julian Zimet · A Paramount Picture

"You're too much
a man...ever to be
trusted!"





WEARING FUR HOOD AND FUR-LINED SUIT, MECHANIC LOOKS OUT OF THE FROST-COVERED COCKPIT OF PLANE WHILE TESTING ITS CONTROLS AT 30° BELOW ZERO

ALL-WEATHER LAB

Air Force tests men and equipment at temperatures from -70° to 165°

In Florida, a state famous for its uniformly balmy climate, the U.S. Air Force has built a laboratory to produce some of the most extreme weather in the world. At Eglin Field, on the Gulf Coast, scientists produce to order every type of climatic condition from an arctic blizzard to a Sahara sandstorm. These man-made variations are confined to nine rooms, one of them a cavernous hangar big enough to hold 45 fighter planes. Without ever leaving the new climatology laboratory, the Air Force can test aircraft, men and equipment in temperatures ranging from 70° below zero to 165° F. above; in windstorms up to 100 mph accompanied by snow, rain or driving sand; in tropical and desert climates with artificial sunlight. The laboratory cost \$10 million, but the Air Force estimates that it would have had to spend this much in two years on testing trips to Egypt, Alaska and other out-of-the-way places.



THE BIG HANGAR, 250 feet long by 200 wide, can be cooled from normal Florida temperature to 70° be-

low zero in seven days. Here planes as big as B-29s (foreground) are tested for effects of extreme temperatures



MARK TWAIN
Shirts

A

B

MEET TWO FAMOUS MARK TWAIN* WHITE SHIRTS

A. Quality is this shirt's first name. Fit is its middle name. Good looks is its last. In fine combed Sanforized white cotton broadcloth, it is a shirt you'll want lots of. Ask for Style D2050.

B... is the same Sanforized white fine combed cotton broadcloth with the popular new spread collar. Also comes in other collar styles and in sport shirts.

Buy by name -
buy... *MARK TWAIN*
Shirts

***MARK TWAIN GIVES YOU ALL 4 OF THESE "MUST" FEATURES**

1. QUALITY-TESTED MATERIALS... for longer wear and last- ing good looks.	3. COMFORT-CUT COLLARS...for movement-free ease, yet snug appearance.
2. STYLE-SIZED FIT...for style assurance and form-fit- ting smartness.	4. IRON-EASY FABRICS...for quicker ironing and that professional laundry look.

Mark Twain Shirts \$3.50 to \$5.95
Sport Shirts \$3.00 to \$8.95

ELDER MANUFACTURING COMPANY • SAINT LOUIS
Manufacturers of MARK TWAIN SHIRTS for Men
and TOM SAWYER Apparel for Real Boys

All-Weather Lab CONTINUED



AT 70° BELOW ZERO a soldier doing exercises with a pulley-type weight-hifting apparatus tests an electrically warmed flying suit for freedom of motion.



AT 165° ABOVE ZERO a laboratory worker checks the flexibility of an air-conditioned suit. Bicycle in both pictures is used in human-endurance tests.

CONTINUED ON PAGE 67

Dependable

CHAMPION

America's Favorite Spark Plug



Your choice of CHAMPION SPARK PLUGS for your car is made easy and sure by the fact that CHAMPION has consistently been America's favorite spark plug, and is backed by performance records unequalled by any other.

FOLLOW THE EXPERTS—DEMAND NEW DEPENDABLE CHAMPIONS FOR YOUR CAR

Listen to the CHAMPION ROLL CALL . . . Harry Wismer's fast sportscast every Friday night, over the ABC network . . . CHAMPION SPARK PLUG COMPANY, TOLEDO 1, OHIO

You can't believe your eyes!

*Does Not
pierce
your
tie*

*Does
keep
the
centered*



The Swinger

Baffling Blades

The SWANK Pin Klip works like magic.*

Doesn't pierce your tie—keeps it always centered.

In three smart blade designs, \$2.50 each.



*PATENTED

The Digger



The Sabre

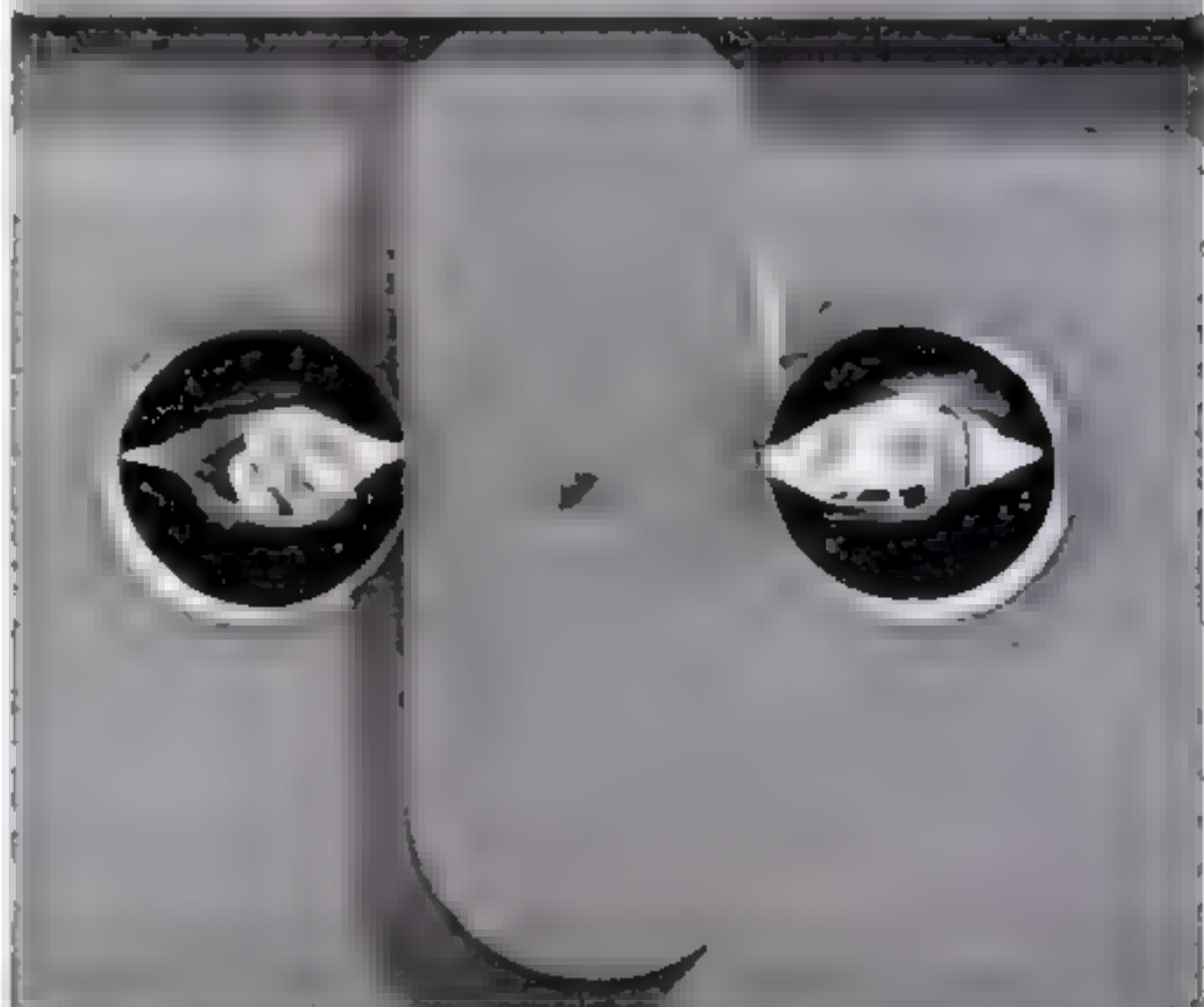
*A warning for the name SWANK
on all our products*

SWANK — © Swank, Inc., Allentown, Pa.

All-Weather Lab CONTINUED



FROSTY GUNNER carries .50-cal. ammunition, to be fired by guns of P-80 jet plane. Bullets are fired through a hole in hangar wall at a target outside.



COLD-FINGERED MECHANIC warms hands in an electrically heated box, which enables him to work for brief intervals without cumbersome gloves.

Nourishing HAM for Easter



There is nothing more nourishing than a ham for Easter. It is a delicious and healthy meal that can be enjoyed by the whole family. The ham is a great source of protein and is easy to carve. It is also a great centerpiece for the Easter dinner. The ham is a delicious and healthy meal that can be enjoyed by the whole family. The ham is a great source of protein and is easy to carve. It is also a great centerpiece for the Easter dinner.



Newest kind
of new make-up!

Angel Face

by POND'S



Can't Spill! Angel Face won't spill over your handbag or dark clothes. Carry it with you everywhere! It goes on so smoothly you can apply it in the dark—and look perfect when the theater lights come up! Angel Face with puff—89¢, plus tax.

5 angel-sweet shades!

BLONDE ANGEL—a delicate natural
IVORY ANGEL—a creamy rachel
PINK ANGEL—a rosy peach
TAWNY ANGEL—a glowing rachel
BRONZE ANGEL—a deep brunette
or suntan

Smooths on with a Puff!
No water — No greasy finger tips

New! Softer finish than cake make-up—
No coated look! Not drying!

Angel Face is unbelievably easy to apply! No water . . . no wet sponge . . . no greasy fingertips. Just smooth it on with the plump, downy puff that comes in every Angel Face box. You'll love the velvety finish it gives your skin—softer than cake make-up, and *not drying!*

New! Stays on longer than powder!
Needs no foundation!

You don't need a powder base with Angel Face. There's a smoothing "cling" ingredient pressure-fused right into it! That's what makes this new *complete* make-up go on so evenly—and *stay* on so much longer than powder!

Society Beauties say:

"Angel Face is the cleverest make-up I've ever tried — flattering as can be and so incredibly easy to use! And the case is a darling to tuck right into your handbag."
THE DUCHESS DE RICHELIEU

"No fuss with wet sponge, no greasy fingertips. No loose powder spilling about in my handbag! I can't imagine a more ideal make-up than the new Pond's Angel Face!"
MISS NANCY DU PONT



The Angel Face look—completely adorable . . . completely *natural*. Never shiny . . . never “cakey”!

KEEP STYLE-POSTED!

Whether your Spring shoe wardrobe calls for a single pair "fill-in" or a start from "scratch", your Winthrop dealer's got what it takes to fit you out in up-to-the-minute style for any occasion.

• UPPER LEFT—Straight tip dress oxford in brown lariat veal. Exclusive Winthrop Action-Free construction.

• LOWER LEFT—Winthrop's famous Stack with Triple-Decker Sole of natural crepe and corrugated red rubber.

• RIGHT—The one and only Klomp by Winthrop. Rocker bottom last. Extra heavy rolled edge sole.

For Free Style Booklet—Write Dept. C

WINTHROP SHOES



WINTHROP SHOES

WINTHROP SHOES for Men
\$9⁹⁵ to \$15⁹⁵
(Some Higher)

WINTHROP JRS. for Boys
\$6⁹⁵ to \$8⁹⁵
(Sizes 1 to 9)

In-n-Outer Leisure Shoes \$9⁹⁵

Winthrop Shoe Company • Div. International Shoe Company • Saint Louis



BIG FOR HIS AGE, Ferruccio hardly fits in the lap of his proud mother. The boy does not like to be babied.

EIGHT-YEAR-OLD LEADS SYMPHONY

Even musicians think he's good

"Who is responsible for this outrage?" stormed Sir Thomas Beecham. "The child should be in a kindergarten, sucking lollipops." Sir Thomas, 68 and one of the world's best and oldest orchestra conductors, had just heard that Ferruccio Burco of Milan, Italy, only 8, was going to conduct symphonies in the U.S.

Last month Ferruccio was in New York for his U.S. debut. At rehearsal the orchestra answered his call to attention with bored scorn. Then Ferruccio started the overture to *Norma*. His movements were precise, his tempo steady. When he finished the musicians broke into surprised applause.

The next day Ferruccio conducted in Carnegie Hall, and the capacity audience began applauding even before the first number was over. The critics, though less effusive, were impressed and predicted that Ferruccio would go far if he were not pushed too fast. His backers, headed by a Jersey City dress manufacturer, are sending their young artist on an extensive tour.

Son of a concert soprano, Ferruccio showed talent at the age of 3 when he protested a sour note struck by his mother's accompanist. He conducted his first orchestra at 4, has toured Italy, performed in Paris. In the U.S. he is happiest about two great new discoveries: comic books and "hamburgerers."



ON PODIUM in Carnegie Hall, curly-headed Ferruccio Burco clutches his baton tightly in his fist and confi-

dently conducts his first U.S. concert. The orchestra was made up of 20 Philharmonic Symphony players.



*"SEE
that tumbler
Bounce!"*

■ This stroboscopic photograph catches 12 images of its fall! These bounce tumblers are extra-hardened! Last 3 to 5 times longer than ordinary tumblers. And rims are guaranteed: "you get a new glass if the 'Safedge' ever chips." Now available at leading stores everywhere.

LIBBEY
*Bounce
Tumblers*



LOOK FOR THE HEAT-TREATED MARK ON THE BOTTOM OF EVERY TUMBLER—H. T. IN THE STAR
Copyright, 1948, Libbey Glass, Division of Owens-Illinois Glass Company, Toledo 3, Ohio

Boy Conductor CONTINUED

A LISTENER DELIVERS A SPEECH



UNSCHEDULED ORATION was given between numbers by Mrs. Maria Dell'Orefice, who came to front of the hall to give a speech praising Ferruccio.



KISSING THE HAND of the boy conductor, Mrs. Dell'Orefice calls him "a great genius." Puzzled but polite, Ferruccio received her compliments calmly.



USHERED OUT, Mrs. Dell'Orefice exclaimed happily as she went through the exit that Ferruccio was "the most beautiful flower in the garden of Italy."

When you can't Sleep ... Don't count sheep



Count on TUMS!

When acid indigestion hits you at bedtime, counting sheep won't help . . . but Tums will! Because Tums neutralize nerve-irritating excess acid almost instantly. Relieve gas and heartburn. Settle your stomach so you settle down fast for a good night of refreshing sleep! Tums contain no soda. No harsh alkali. Nothing to overalkalize your stomach and bring on acid rebound. So get Tums, *genuine* Tums for the tummy, and get your sleep! Just slip one or two Tums in your mouth before you slip into bed. No mixing or stirring, no water needed! All drugstores.

✓ Try one or two Tums after breakfast. See if you don't feel better!



Night and day, at home or away,
always carry

TUMS

QUICK RELIEF FOR ACID INDIGESTION



TUMS ARE ANTACID—not a laxative. For a laxative, use mild, dependable, all-vegetable NR Tablets (Nature's Remedy). Get a 25c box today.



THE WARTIME AMPHIBIOUS "DUCK" WHICH BORE GANDHI'S ASHES TO THE IMMERSION POINT CHURNS SLOWLY ALONG THE CROWDED SHORE OF THE GANGES

SACRED RIVERS RECEIVE GANDHI'S ASHES

Three million Indians witness the immersion at the confluence of the Jumna and the Ganges

On Feb. 12 near the Indian city of Allahabad, amid the frenzy of the traditional religious festival known as the "Ardh Kumbh Mela," the ashes of Mahatmas Karamchand Gandhi were committed to India's holiest waters. While three million awe-struck Indians watched silently from the dusty shore, a wartime amphibious "duck"—painted white in official mourning—carried Gandhi's remains to the exact point where the holy Jumna River flows into the even holier Ganges. There, in a ritual so sacred that boats carrying photographers were not permitted to approach, Ramdas Gandhi immersed his father's ashes

while Disciple Jawaharlal Nehru assisted in the solemn recitation for the dead.

There was a strange incongruity in these spectacular last rites for the Hindu saint of peace and simplicity. The immersion of the ashes was signaled by the booming guns that Gandhi hated. Airplanes, which he would not ride on, swooped low over the floating barge, itself a relic of the war Gandhi had opposed. And, soon after Photographer Henri Cartier-Bresson took the picture above of the duck moving near shore, Hindu ascetics and "holy men," whom Gandhi despised, walked through fire or flung themselves on beds of nails.



TRAIN TO ALLAHABAD (*above*) carries Gandhi's ashes in simple urn banked with flowers (*left*) and guarded by the Mahatma's followers. Called the Ashhi Special (literally Burned-Bones Special), the train was besieged by thousands at each station.

PROCESSION TO GANGES (*below*) moves with somber dignity under Allahabad's spreading trees to the crowded banks of the sacred river. Here smartly uniformed Indian Army troops march in formation. Gandhi's ashes were borne on floral catafalque.





BEFORE THE IMMERSION Pand't Nehru strews more flowers around urn, which has been placed on dais and garlanded with jasmine and marigolds.



AFTER THE IMMERSION two of Cora's sons, Devdas (left) and Randis (right, holding empty heart) have a sweater heart for self protection.




NEWLY SANCTIFIED WATER of the Ganges is dipped up and drunk by Gandhi's followers after the immersion in a final tribute to the Hindu saint.

Fashion magic...

**One
pearl*
necklace
becomes
three**


*with a CLICK of the clasp of
Coro's "AS YOU LIKE IT" pearls**




you begin with a triple strand!

EASY AS 1-2-3, the click of the patented sterling silver clasp changes this necklace into a single, double or triple strand of lovely, lustrous pearls... to wear as you like it, with all of fashion's newest necklines. Only Coro's patented "As You Like It" pearls can do this!

\$5. plus tax, includes gift box at all leading stores, or write Coro, Inc., New York 1



CLICK! it's a double strand!



CLICK! it's a single strand!

Coro PEARLS*

THE FINEST, MOST BEAUTIFUL SIMULATED* PEARLS OF ALL



Umbelliferae ON THE PRODUCTION LINE

YOU call them carrots, celery, parsnips—but the botanist gives them the full dignity of their botanical family name, *Umbelliferae*.

Ever weed carrots? Aside from the wear on knees and fingers, it costs \$50 to \$150 an acre to weed carrots by hand... when you hire workers to do the job.

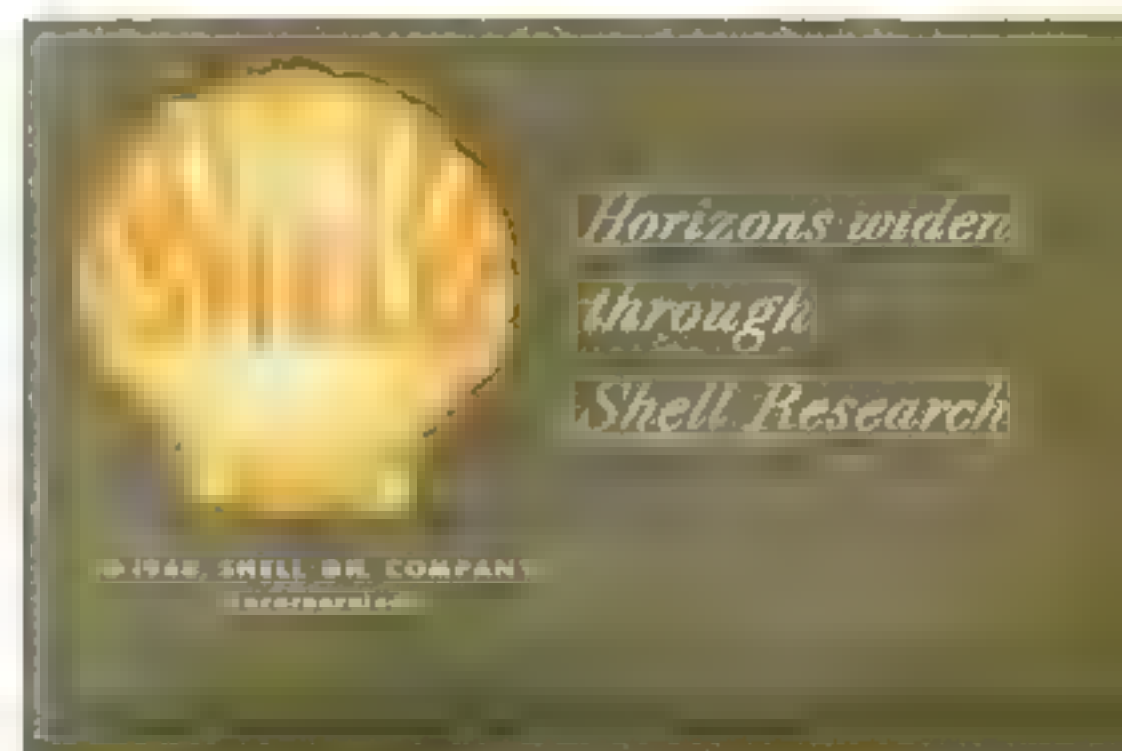
Food for the millions now moves on a production line—in the field as well as in the processing plant. Cost accounting in agriculture is as important as in industry. Shell Research has proved that \$50 to \$150 an acre is too much for weeding *Umbelliferae*

—that it can be done for \$10 to \$30 an acre... without an ache or a pain.

The time-saving products developed in the Shell Agricultural Laboratories assassinate weeds with selected petroleum molecules. Weeds correctly sprayed at the proper time curl up and die. Carrots keep healthy, grow big and tasty...

Another new product of Shell Research is used in "pre-emergence spraying" to prevent weeds. As with preventive medicine, you conquer the disease by not getting it. If the weeds in a field are sprayed with a Shell weed killer before the crop is up—the crop grows, the weeds are controlled...

Development of specialized weed killers is only one research achievement by which Shell demonstrates leadership in the petroleum industry, and in petroleum products. Wherever you see the Shell name and trademark, Shell Research is your guarantee of quality.





ONLY PAN AMERICAN OFFERS the luxury of non-stop sleeper service from New York to London! Four-engine Constellation-type Clippers fly you smoothly and swiftly "above the weather" . . . have comfortable reclining seats as well as roomy, bed-size berths.

Finest and Fastest Service to Europe

NEW YORK TO
LONDON
NON-STOP **13³/₄** HOURS

NEW YORK TO
LISBON
ONE-STOP **13¹/₂** HOURS



LONDON, BY FLYING CLIPPER, is now only a good night's sleep away from New York! You step aboard a big 4-engine Constellation early in the evening . . . sleep in a big, wide, full-size berth as you fly non-stop to the British Isles . . . and arrive, rested and relaxed, in time for lunch the very next day!

This new luxury service to London is

offered *only by Pan American*. The Flying Clippers lead the way, too, with the fastest service to Lisbon. And from either London or Lisbon (see map) you can continue on to Paris by the 4-engine Constellations of the Pan American System.

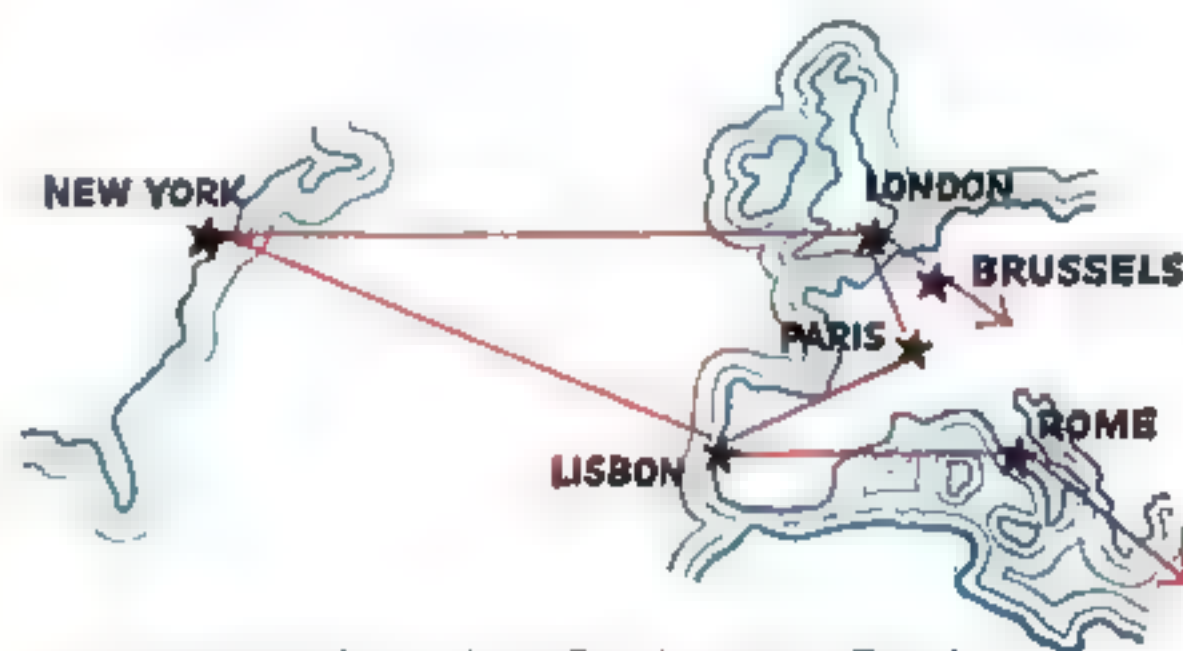
Make your Flying Clipper reservations to Europe now. Call your Travel Agent or the nearest Pan American office.



LONDON will be host to the '48 Olympic Games this summer. Plan now to stop over and see them! From London, eastward, Pan American offers *daily* service to Brussels, Frankfurt, Prague, Vienna. Also regular flights to Istanbul, India, and around-the-world.



PARIS in June is something to remember! This great city is accessible on the Pan American World Airways System from either London or Lisbon (see map below) . . . Or, 75 minutes by connecting airline, from Brussels. Fare from New York (via London) \$370.



BY THE ROUTES shown above, Pan American offers the fastest service to both London and Lisbon. Other lines show routes of the Pan American System on the continent of Europe. **FARES** from New York (subject to change): London \$350. Lisbon \$356. *Extra charge for berths.*

PAN AMERICAN WORLD AIRWAYS





"I DIDN'T BLAME BILL for his indifferent interest in me. My hair had lost its softness, sheen and manageability. I pampered it — worked with it endlessly . . . still I wasn't happy with it. LUSTRE . . .



MY LUCKY STAR banished the problem. A noted hairdresser introduced me to Lustre-Creme Shampoo . . . and lo! My hair loveliness came again. "Lustre-Creme," he explained, "is *not* a soap, *not* a lather. But a creamy new, rich lathering *cream* shampoo. Created by Kay Danford, a real cosmetic expert, to bring out natural hair beauty. That's the Lustre-Creme magic you're looking at now."



"KEEP IT LOVELY," the hairdresser urged. "Use Lustre-Creme Shampoo *always*. It gives hair this three-way loveliness: (1) Makes *regretfully* thin hair — free of lust and loose lambs — *cap* highlights every hair strand with a luscious glistening sheen; (2) leaves your entire head of hair soft, pliant, easy to manage. Its instant follow lotion is a rare blend of secret ingredients — plus lanolin, gentle and *skin* to the natural condition a healthy scalp."



MY DATE with Bill that night found me newly self-assured . . . confident in the new found glamour of my sparkling Lustre-Creme-loved hair. Bill couldn't keep his eyes off its glistening highlights. His cheek touched its new silken softness while we danced. And the spell lingered on after the music stopped and we returned to our table. My heart stood still when he murmured, "Dream-Girl — that gorgeous hair rates a bridal veil."

I never thought I'd be Bill's DREAM GIRL till I became a "LUSTRE-CREME" GIRL

AMONG THOSE PRESENT . . . at our wedding was Lustre-Creme. Never before had my hair brought me so many compliments. And my hair will *stay* over-er too, with Lustre-Creme's constant care. Now this magical blend of secret ingredients — plus lanolin, also keeps Bill's hair clean, sleek and well-groomed.

YOU, TOO . . . can have soft, glamorous Dream-Girl hair with Lustre-Creme Shampoo. Lathers lavishly in hard or soft water. (No special time needed.) A single Lustre-Creme shampoo will amaze you with its "three-way loveliness" results. Your hair is sweetly clean, gorgeous in its sheen — *and* easy to manage. Easy to care for. Try it! New Lustre-Creme comes in bottles as well as in jars — for home and travel use — convenient for all members of the family. 4 oz. jar, \$1.00. Smaller sizes in jars or tubes . . . 19¢ and 75¢. At all cosmetic counters.

Kay Danford, Inc., Lotion, 59 N. Michigan Ave., Chicago, Ill.



NOW...in Tubes and Jars
...whichever you prefer!



SAME SIZE "MERRY MITE" SUIT EXPANDS TO FIT BOYS 1½, 2½ AND 3½ YEARS OLD (ABOVE). MOST KIDS' CLOTHES LAST LESS THAN YEAR

Sharp Styles for Small Boys

DAPPER AND TOUGH, THEY EXPAND TO LAST TWO YEARS

Little boys, who are always rough and hungry, wear out and outgrow their clothes with amazing speed. As a result parents dress their small sons in plain, cheap overalls and cotton shirts, except on special occasions when a best suit is worn under close supervision. Last week, however, New York's B. Altman & Co. uncorked a drive to make little brother's whole wardrobe stylish. They announced a flashy new line of kids' clothes whose high cost is

offset by their washability, toughness and the fact that they expand to allow for two years' growth.

These new clothes, called "Merry Mites," are designed for boys up to 4 years old. All 40 of the new styles, ranging from shirts to overcoats, combine durability with grownup tailoring and fabrics (p. 87). Roominess, big buttons and strategically located zippers make them easy to get on and off. Tucks of extra material and adjustable buttons

allow each garment to be let out in all directions two or three times as a child grows (above).

Merry Hull, the versatile young woman who designed these clothes, has also created gloves, car dashboards and labels for liniment bottles. She thoroughly tested each new garment on her 3½-year-old son Jon Christopher (p. 87), who cannot recall a time when he has not served as sewing form, model and animated laboratory for his mother.

Package of Smiles!

**Removes surface
stains from the
teeth... even
tobacco stains
and tobacco
breath!**

**Dr. West's
Miracle
Tooth Paste**

50¢

IT RHYMES!—
(Read it and smile!)

New discovery—
gives you more!
Cleansing, polishing—
power galore.
Safe! And such a
pleasant taste.
Effective! Truly
a Miracle Paste.
Get your pack of
smiles today—
"Dr. West's" the
name to say!

Copyright 1946 by Waco Products Co.

SMALL BOY STYLES CONTINUED



BREEZY PEDAL PUSHERS for summer are white with stripes to go with navy blue cotton shirt. Shoulder loops on the shirt hold trouser straps firmly in place. Outfit is expandable set for \$5.00.



TWO TWO-PIECE SUITS go well together when mixed by two little boys. Jacket on the boy at the left of the dog belongs to his friend at right and vice versa. Miss Hull planned her clothes to mix this way.

CONTINUED ON PAGE 87

She came in on the *Super Chief*



How else would she travel to and from California?

For the Super Chief is one of the most glamorous all-room trains in America, filled with people who know how to travel and appreciate the best in travel.

It serves those famous Fred Harvey meals.

It operates on a 39¾-hour schedule between Chicago and Los Angeles.

The Super Chief is the flag-bearer of Santa Fe's fine fleet of Chicago-California trains which run each day.



SANTA FE SYSTEM LINES . . . Serving the West and Southwest

T. B. Gallaher, General Passenger Traffic Manager, Chicago 4

MEN LIKE...



the smart good looks...



...and the fine construction

of ESQUIRE SOCKS!



Ask for Esquire Socks, gentlemen—and you'll get:
Extra-good looks—Designed in our Fifth Avenue Fashion Laboratory, they're the *smartest thing on two feet!*

Extra-fine construction—Esquires are constructed with long-wearing Multi-Ply (reinforced) heels and toes.

Left: A wonderful new Esquire Sock! It's a lively 6 x 3 rib, with Irish linen reinforced toe. "Colorfix*"—won't fade or run! Longs or shorts, 75¢. Other Esquire Socks, 55¢, up. Wonderful values. Get 'em today.

*Trade-mark

ESQUIRE SOCKS—by the world's biggest maker of men's socks.

SMALL BOY STYLES CONTINUED



"MAN OF DISTINCTION" SUIT gives little boys a grownup feeling and the blasé air of a successful rake. With a fly-front coat and slash pockets this glen-plaid worsted for Sunday best costs \$15.



PARTS OF THREE SUITS make travel outfit for visit to grandma or the zoo. Model in picture is Designer Merry Hull's son, Jon Christopher, for whom all Merry Mite clothes were first designed.

BOSTONIAN

Triple-Threat

TRIPLE DECKER SOLES

FULL LEATHER LINED

EXTRA HEAVY UPPERS

Solid evidence of two-fisted sturdiness! Here's year 'round wear that IS wear plus everlasting, built-in, plain-toe comfort. Style-high too, is Triple-Threat's handsome simplicity and deck on deck soles.

Bostonians start at \$13.95

Bostonians

VIT RIGHT • FEEL RIGHT • THEY'RE WALK-FITTED

WHITMAN, MASSACHUSETTS



FROM THE BALUSTRADE LEADING FROM THE MAIN QUARTERS OF HIS MIDLAND HOME TO THE SUBAQUATIC STUDY (LEFT REAR), ALDEN DOW LOOKS OUT OVER THE POND



CHIMNEY of Dow's own home was made steplike purposely to give his children a good place to climb.

ALDEN DOW

HIS MODERN HOMES ARE NOT MONASTIC

In their unrelenting march away from traditionalism, modern architects too often achieve cold, logical efficiency at the expense of the qualities which make a house inviting and warmly livable. One U.S. architect whose houses are not merely efficient but thoroughly livable is Alden Dow, a mild, amiable man not widely known outside his profession. A son of the founder of the big Dow Chemical Company of Midland, Mich., Alden Dow has devoted most of his 43 years to the practice of modern architecture, never accepting the "machine for living" philosophy that has characterized many of his colleagues. His style grows out of a deep conviction that man's emotional requirements in architecture are as vital as his material ones, and this belief infuses the approximately 70 major residences, plus churches and public buildings, that he has designed. As a result Dow never begins a

house without making an unusually painstaking study of the needs and personalities of the family that will occupy it.

Some of the notable elements usually found in Dow's houses are irregularly shaped rooms which provide both spaciousness and coziness; cement-cinder blocks, a Dow trademark, that create interesting patterns outside (*above*) or inside; big windows that merge the interior with a generously planted exterior, and bold colors. Dow likes to build on water (*opposite page*), sometimes injects a playful element into a house (*left*), whether it be a \$75,000 mansion or a unit in a housing project such as he built at Lake Jackson, Texas. The results, with none of the stark monasticism that most people feel is inevitable in modern architecture, are always original and possess an informal charm that makes them some of the most satisfying residences in the U.S.



BUILT ON A MILL POND, the house Dow designed in 1937 (above and below) for Gordon Saunders in Bloomfield Hills, Mich., overlooks placid water in the summer, a skating rink in winter. Water-reflected sunlight fills the living room.

ROOF PATTERN of irregularly pitched planes helps to house in the sunlight of the pond. Its rooms include a playroom, conservatory, three master bedrooms, guestroom, maid's bedroom and sitting room. Every wall contains a large picture.





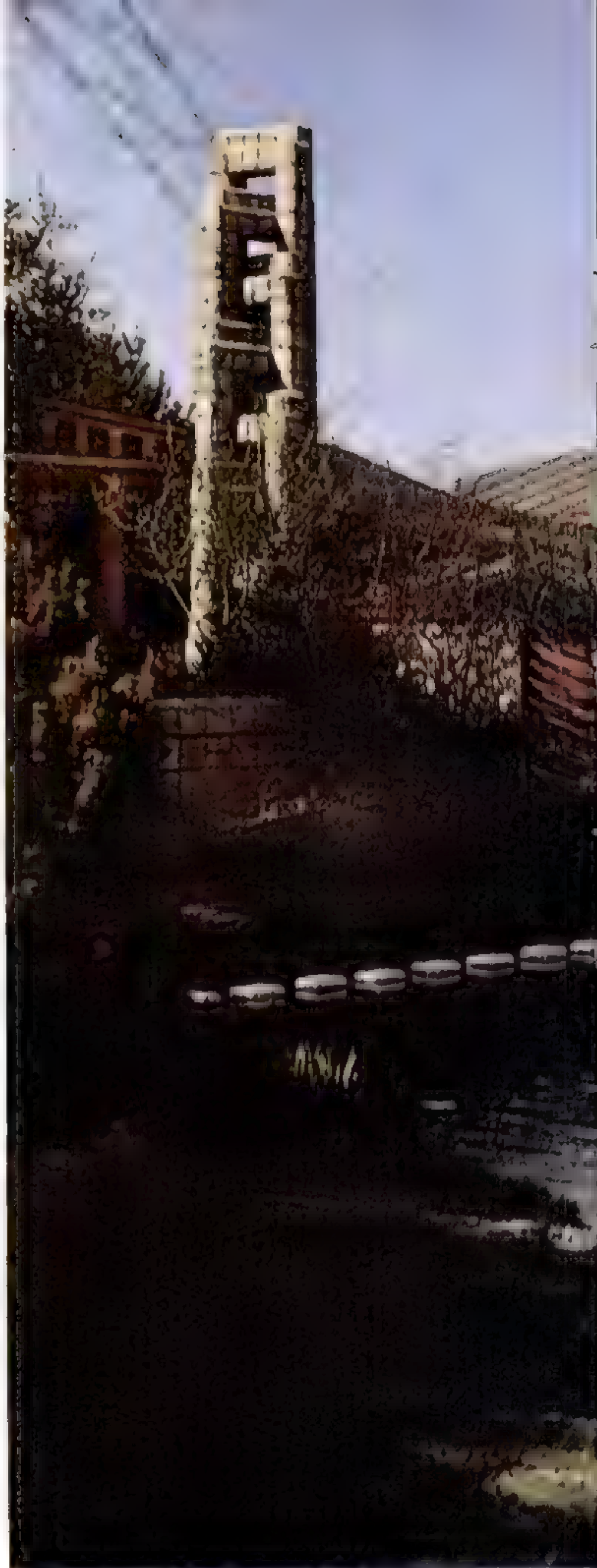
MRS. DOW WRITES IN LIBRARY WHILE SON MIKE RUNS HIS TRAIN ON FLOOR ABOVE

DOW'S HOME IS BUILT FOR PLAY AND WORK

The house Alden Dow designed for his family in 1934 has the comfortably solid look of having grown out of the land and water that surround it (*right*). Because its rooms melt almost wall-lessly one into another and the windows are large and well located, it affords long, pleasant views whether one looks out or in. The house contains such unusual items as a drafting room for Dow's assistants, a home workshop and a study with windows at water level, ceilings through which a youngster can dangle his legs (*above*), concealed phonograph speakers, and a place to run model electric trains.



DOW LIVING ROOM serves many purposes. Low-ceilinged part (*background*), set off by steps, invites intimate chat; foreground area is for larger gatherings.



CONCRETE BLOCKS, with which Dow likes to create large textural patterns on both inside and outside walls, are also used in his own home to inject an



element of play. They are placed in the pond, some just under the surface, as steppingstones to challenge the agility of both children and adults. Dow puts plants

around the windows to let the house to merge the interior with the rainy landscaped exterior. Wong projecting behind the children is Dow's subaquatic study,

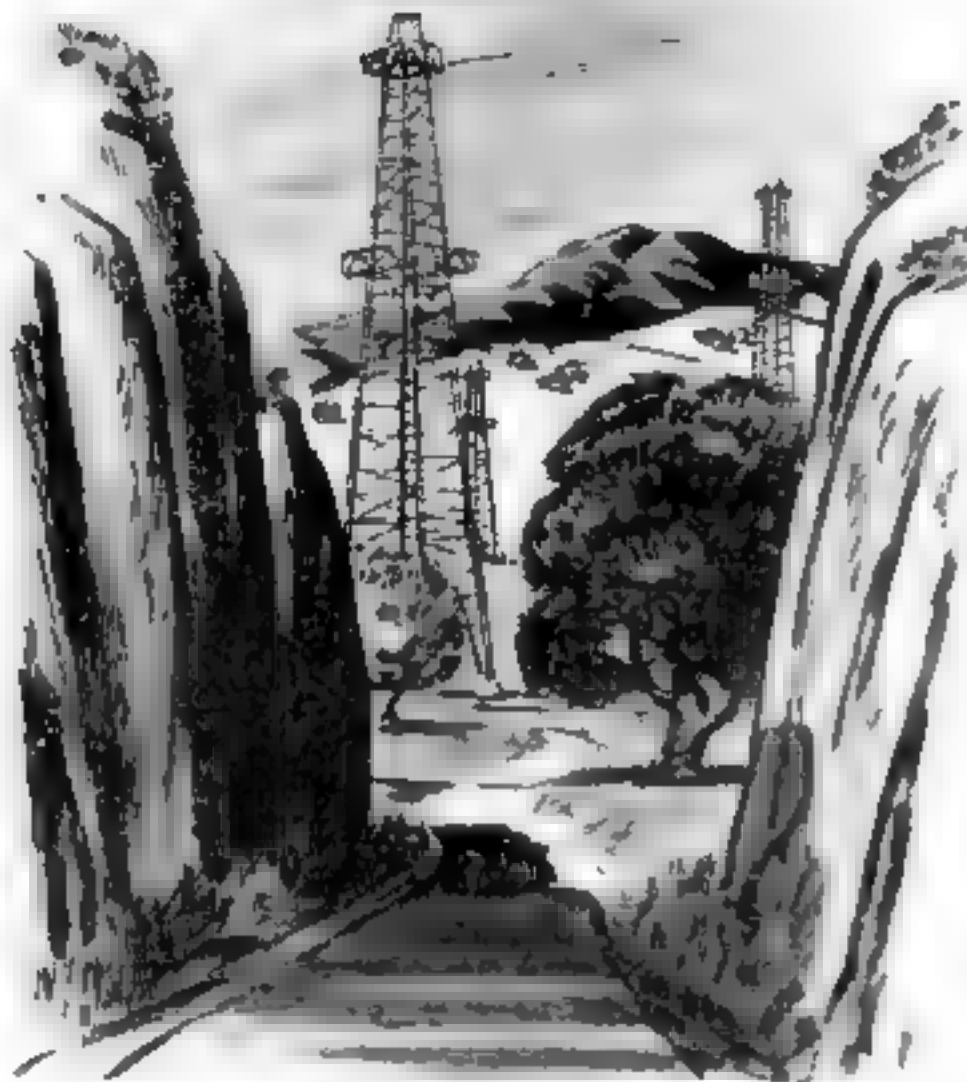
CONTINUED ON NEXT PAGE



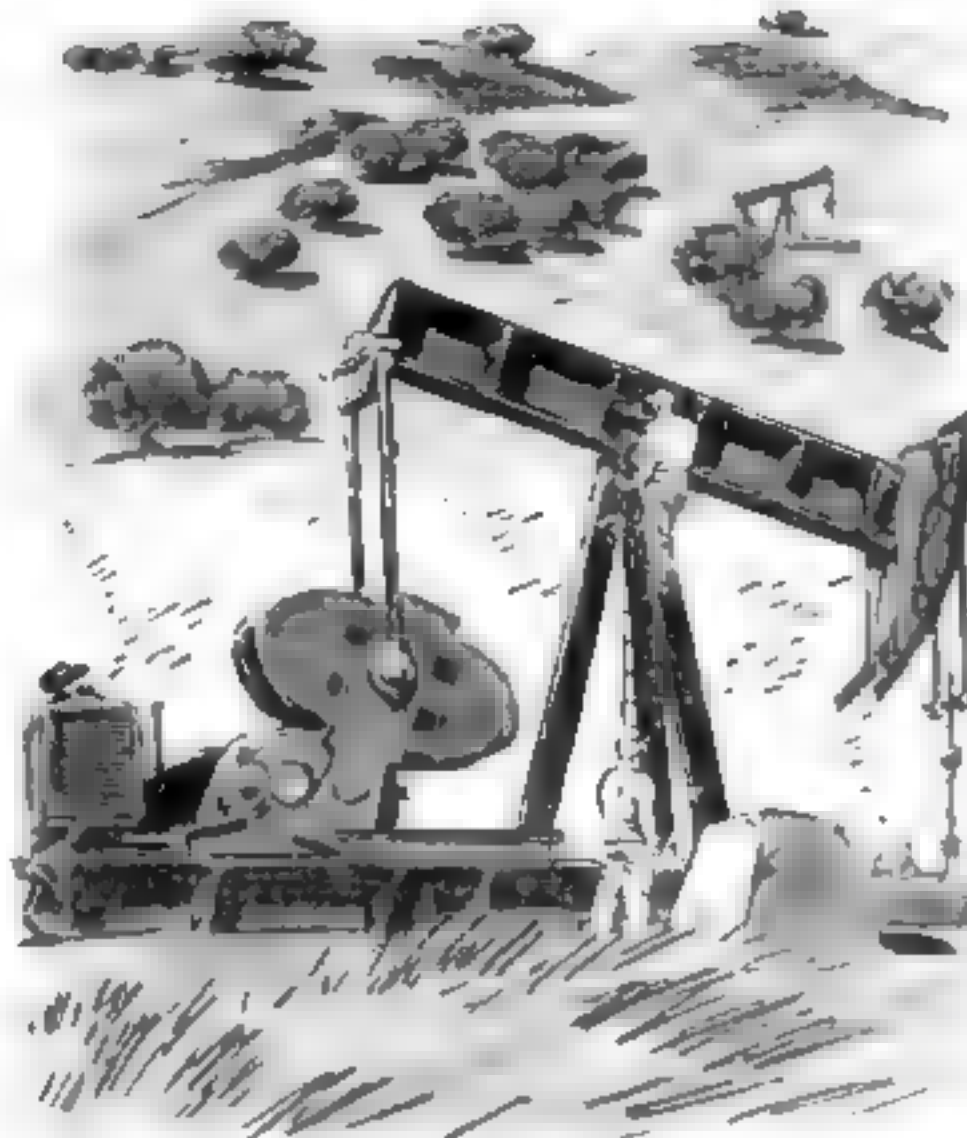
HALFWALLS around the staircase in the Calvin Campbell house in Meriden afford a vista into both the living room (top) and dining room, where the family is lunch-

ing. Dow tee's that such unconventional wall treatment adds interest and surprise to a house and that color should be used as it is here—boldly and contrastingly.

Oil production has increased



1. During the summer of 1944, Union Oil drilled 8 wells on a new site in Olivera Canyon near Santa Maria, California. Two of the wells came in. But since the type of crude they struck was worth only 60¢ a barrel at that time, it was impossible to operate them without losing money. So both were shut in. Today, crude oil of the Olivera Canyon type brings \$1.84 a barrel.

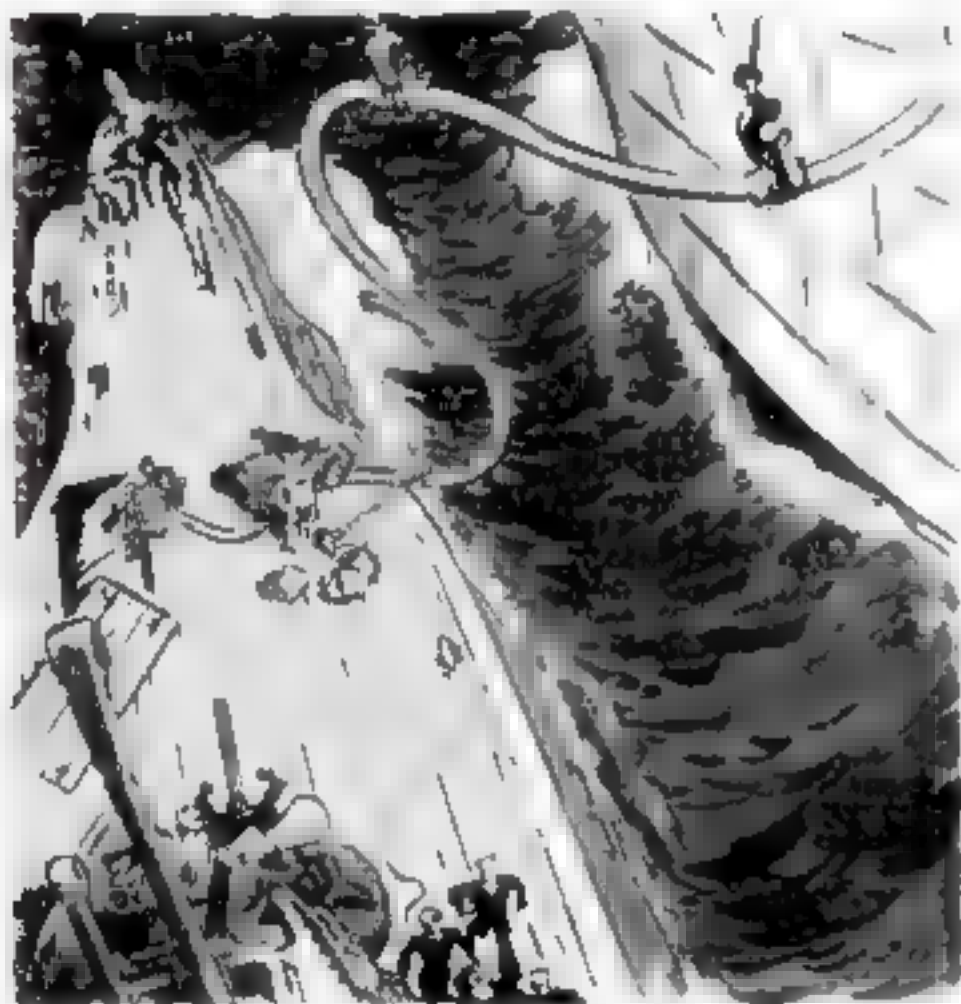


2. Consequently, both wells are in operation again, a third has been drilled and two more are under consideration. This isolated case is typical of a development that has been taking place throughout the California oil industry during the last two years. And it's one of the best examples we've found of the way our free economy reacts—automatically—to meet the needs of the people.



3. Back in January, 1940, the people of the Pacific Coast needed about 608 thousand barrels of crude per day to meet their daily requirements. At that demand, average California crude* brought \$1.10 per barrel. At \$1.10, 15,185 of the industry's most efficient wells could supply the need. When war broke out, average crude prices were frozen at \$1.15.

*Prices used throughout are for Signal Hill 27° crude at the well.



4. But because of the emergency, every well that could break even or better at \$1.15 was put into production. And a lot of new ones were drilled. Consequently, by May, 1945—our peak wartime month—California was producing 880 thousand barrels of crude a day from 22,035 wells.* Came VJ Day and production started to drop back. The emergency was over and, since prices were still frozen, marginal wells were shut in.

*Exclusive of Elk Hills, Navy oil field which was operated during the war only.



5. Enter another element: the public. Between 1940 and 1946 our Pacific Coast population had increased 40%. More people meant we needed more oil—more oil than our fields could produce at pre-war crude prices. So as soon as a free market was re-established—and price controls removed—the true public demand began to exert its influence to get that additional oil produced.



6. First the price of crude began to go up. That meant more and more marginal wells became economic to operate. So production and drilling went up. With each increase in price came an increase in production until today we're producing more oil—929 thousand barrels per day—than we did at our wartime peak. This is 53% more than our 1940 production, which just about coincides with the increase in population and industry on the Coast.

**UNION OIL COMPANY
OF CALIFORNIA**

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 14, California.

CHURCHILL'S OWN PICTURES REFLECT HIS LIFE



GRANDFATHER Leonard Jerome, a N.Y. *Times* director, was a famed U.S. turfman.



JENNIE JEROME, a renowned beauty, wed Lord Randolph Churchill and became Winston's mother.



LORD RANDOLPH became Chancellor of the Exchequer Although he died when Winston was 2, his open-minded outlook deeply influenced his son.



AT HARROW SCHOOL Winston studied for 1½ years. This painting of the Fourth Form Room where he first recited his lessons hangs in Churchill's room at Chartwell.



POLO was long his favorite sport. He took it up while in the Fourth Hussars.



CHURCHILL IN 1915, shortly after he left the Admiralty, was painted by Orpen.

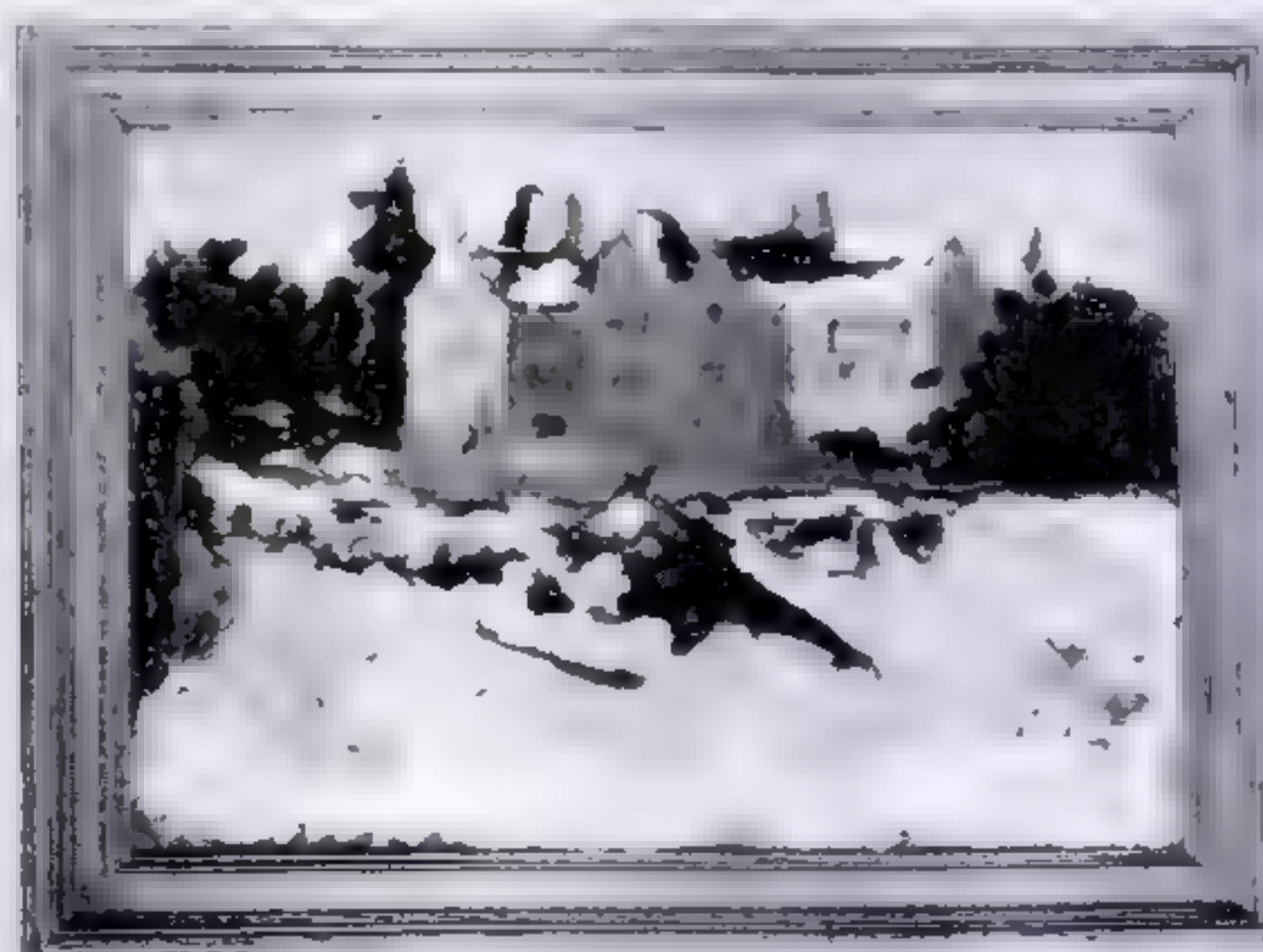


*For the Lord Churchill
with his hand upon
his heart
F. D. Roosevelt*

ROOSEVELT'S photograph is kept in Churchill's bedroom in London house.



CHURCHILL AT HIS EASEL, first trying his hand at art, was painted by his artist friend Lavery.



CHARTWELL, Churchill's country place in Kent, is a subject he has frequently painted. This canvas was once exhibited anonymously, won him a first prize.

A Portrait of WINSTON CHURCHILL

England at peace thought him too impetuous
but England at war found him indispensable

by HAROLD NICOLSON



MASTER WINSTON was a freckled, chuffy red head who eluded consistently with schoolmasters.



AN ARMY OFFICER in 1916, he posed in French poilu's helmet for this portrait by Sir John Lavery.



PHOTOGRAPH of Mrs. Churchill, taken when she launched aircraft carrier, is her husband's favorite

On April 16 *LIFE* and the *New York Times* start the exclusive publication in the U.S. of the first volume of Winston Churchill's memoirs. Following this the book, which will be a Book-of-the-Month Club choice, will be issued by Houghton Mifflin Co. By way of foreword to Mr. Churchill's own account of World War II, *LIFE* presents an account of England's feelings toward her great man, written by a cultivated British diplomat and historian, Harold Nicolson. A long-time friend of Mr. Churchill and one of his greatest admirers, Mr. Nicolson, a member of Parliament from 1935 to 1945, recently joined the Labor party and is now fighting an election for the parliamentary seat of North Croydon.

THE Greeks contended that if a man desire to achieve complete virtue he must cultivate 12 qualities. They are: ambition, gentleness, truthfulness, magnificence, generosity, magnanimity, reverence, justice, prudence, wit, courage and a certain degree of charm. Winston Churchill is deficient in one of these qualities; he has not always cultivated prudence. The other 11 he possesses above life size. Inflexible, indefatigable and invincible—from the mists of our apprehensions his virtues loomed for us as battleships in a fleet at sea. By the force of his character and intelligence he saved his own country; he saved Europe; perhaps, even, he saved the world. What is the nature of this great man?

I can well recall the first time that I ever heard the name of Winston Churchill. It was shortly before the turn of the century. I was a small boy at that date and I was spending the night at Government House, Gibraltar, on my way to Morocco where my father was British minister. There was an elderly colonel present who had just returned from the Sudan. He complained with much bitterness of certain articles which had appeared in the *Morning Post*, in which Lord Kitchener had been criticized for his conduct of the Omdurman campaign. "Disgraceful," he thundered, "absolutely disgraceful. Half newspaper correspondent, half serving officer—such things should not be allowed. The man's no more than a cad, I tell you. In Egypt we used to call him 'the Blenheim pup.' He has merited the name."

"Irresponsible, perhaps," the governor answered mildly. "Yes, I should say rather irresponsible. He gets it from his father."

On reaching Tangier the next afternoon I repeated the conversation to my father and asked him what it was all about. "Oh, I see," he answered. "It must have been young Churchill, Randolph's son."

I did not meet him personally until 1908, when I was in my last year at Oxford University. A mile or so outside the city stood the home of Lord Abingdon, a grim gray building in a lovely park, known as Wytham Abbey. Lord Abingdon's younger son, Arthur Bertie, was a classmate of mine at Balliol College. On Saturday evenings he would take me out to dine at Wytham, an invitation which I much enjoyed.

On one such occasion, as we drove out to Wytham on Saturday evening, Arthur Bertie said to me, "Winston Churchill will be there tonight." I was enthralled by the prospect of such an encounter. He was already a public figure; his escape from Pretoria, the controversial nature of his books and articles, had already earned him wide, if not always flattering renown. And here he was, a member of the cabinet and president of the Board of Trade at the age of 34.

Strange is the functioning of human memory—I can recall exactly what Churchill looked like on that spring evening in 1908. The picture of him in his later years, from 1935 until today, is as vivid to me as any photograph. But although I saw him often during the middle period, I cannot recapture or describe the slow processes by which the lithe young minister of 1908 merged into the lapidary figure of the Churchill legend.

When Churchill arrived my first impression was that of a young man with reddish hair; a young man who stooped and slouched as he walked in. He advanced toward the fireplace with a slightly hesitant smile, not certain as to who among the group were known to him and who unknown. His social manners, when he wishes to exercise them, are punctilious, a shade courtly: they are accompanied by a small, a vague, but an ambiently benevolent smile. The line of his lips, in those days, had not settled into the pugnacious grip with which we are today so

Of America's leading Cigarettes

one is

OUTSTANDING

Have you noticed how many of your friends have changed to PALL MALL? There's a reason.

PALL MALLS are *good* to look at — *good* to feel — *good* to taste — and *good* to smoke! PALL MALL's greater length of traditionally fine tobaccos filters the smoke of this *longer, finer* cigarette . . . gives you that smoothness, mildness and satisfaction that no other cigarette offers you.

PALL MALL—the *longer, finer* cigarette in the distinguished red package.



*and they are
mild!*



"THE OLD SEA DOG," published by *Punch* on eve of war in 1939, recalled England's cry for Francis Drake when invasion by the Armada threatened.

CHURCHILL CONTINUED

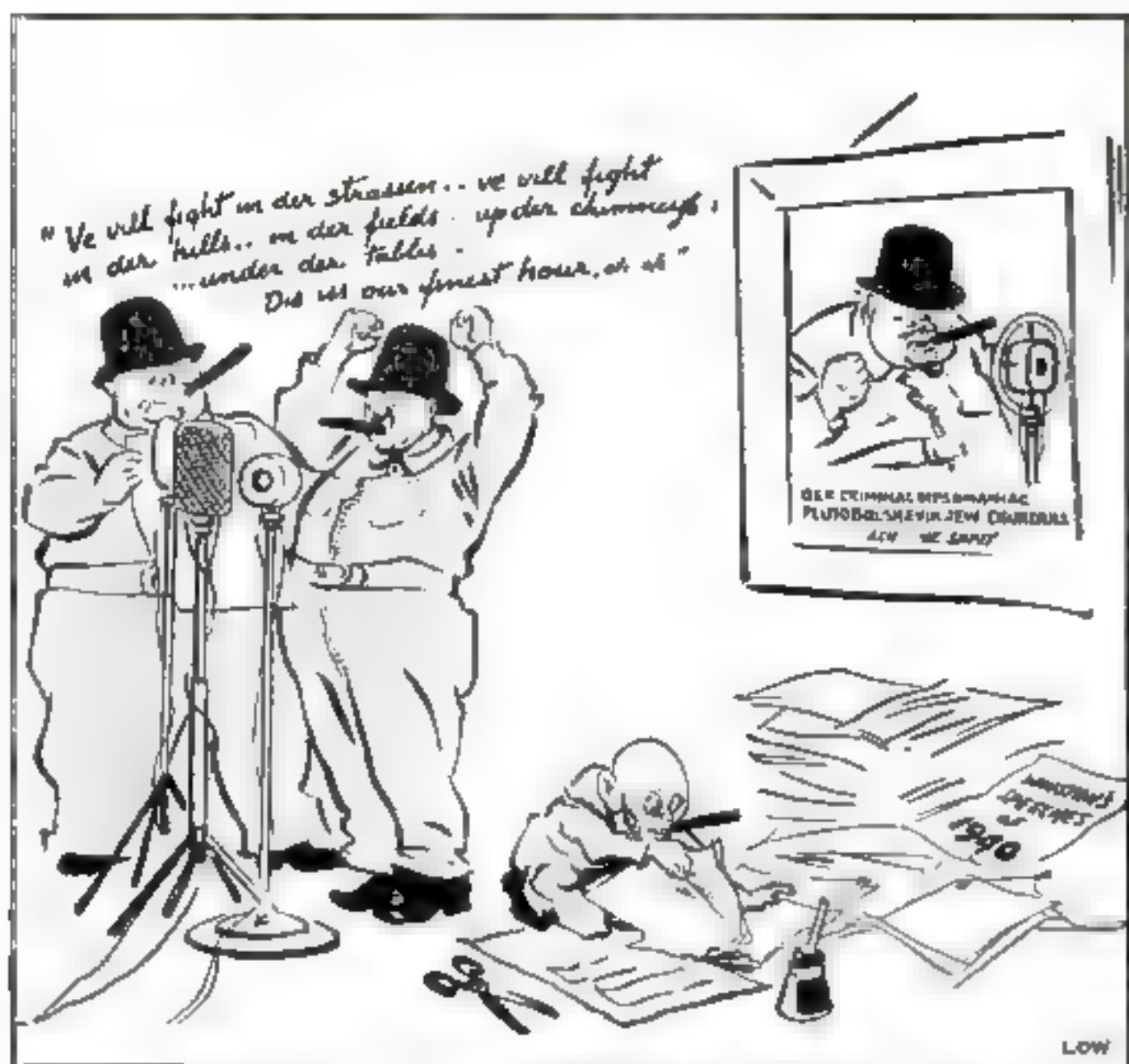
familiar. It was his upper rather than his lower lip that then protruded. The impression conveyed was one of sensitiveness backed by energy which at any moment might become aggressive. He looked very different from what he looks today.

Two things I noticed, however, which have remained unchanged. In the first place, there was his habit, when embarking on a story, indulging in an argument, or delivering some rotund phrase, of raising his faint eyebrows slightly. And in the second place there was his voice. The slight impediment in his speech and his inability to pronounce the letter "s" seem, when I look back, to have been at that date more pronounced than they were in later years. But his special gift for giving to ordinary conversation the force of oratory; his peculiar handling of emphasis and pauses; his ability to convey the feeling that his most ordinary remark was, not merely properly composed, but carefully punctuated; the slightly histrionic alternations between scorn and exhortation; in fact the rhetorical quality of his discourse—all these astonished and delighted me at this first meeting even as they have filled me in later years with undiminished pleasure and surprise.

I do not recall what he discussed. I recall only that he talked a great deal. But one remark which he made on that evening puzzled me at the time and has since struck me as significant. He had been complaining of the delays and obstructions of politics, of the difficulty which any minister encounters in seeking to impose upon his colleagues or his subordinates a complete and logical plan. "But surely," someone interposed, "you have no need to be in such a hurry. You are the youngest of all ministers; you have years before you." "Oh, but I *do* need to hurry," answered Churchill. "I have compelling need of time. Since you see—you see—" and here his faint eyebrows lifted comically, "you see all we Churchills damp off after the age of 40."

Now this, as I learned later from one of his intimates, was not a chance remark. He really believed in those earlier days that he was not destined for many years of useful activity. The specter of his father's sudden and premature decline haunted his youthful ambitions. It may be that the impatience of his first career—an impatience which led many to accuse him of irresponsibility—was induced by this unhappy illusion. Could the Churchill of 1908 have been granted a vision of the Churchill of 1940 it might well have been that his early political adventures would have been more temperate, more sedate and less provocative.

Much has been written about Churchill's heredity, and it may be that the fusion within him of American with English blood produced a galvanic effect. The descendants of the great Duke of Marlborough had not, until the meteoric advent of Lord Randolph Churchill, been distinguished for exceptional vitality. Leonard Jerome, Winston's American grandfather, was, however, a man of reckless enterprise and great energy of character. A strain of adventurousness was transmitted to his grandson.



"IMITATION THE SINCEREST FLATTERY" was Low's title for this cartoon of Hitler, Goebbels and Göring aping Churchill to arouse the Germans.

It must have meant something to Churchill to be descended from the most intelligent and impetuous of England's soldiers. No little boy, moreover, could have been born at Blenheim Palace without the splendor of that lavish edifice leaving, upon his memory at least, some traces of grandeur. But although Churchill recognizes and respects patrician qualities, he sets no store by aristocratic pretensions. On one occasion I remember, when someone was lamenting the decay of the greater and lesser homes of England, Churchill grumbled out, "What? Want to preserve them forever in their moldering manor houses?" I should not say that his aristocratic lineage was nothing to him; it gave him social self-assurance and that personal pride which has always prevented him from succumbing to the dodges and evasions of the professional politician. But it is important to remember that in all essentials Winston Churchill is a self-made and self-educated man.

His ducal background at all events was little more than a decorative episode compared to the tremendous fact that he was the son of Randolph Churchill and Jennie Jerome. His pious loyalty to his father's memory provides the clue to many of Churchill's earlier attitudes and actions. From the outset of his political career he fought for those very causes in which Lord Randolph had failed. From the first moment that he entered the House of Commons he affirmed himself as his father's successor and vindicator. Even in minor ways he emphasized this inheritance. He took his seat in the Chamber in the same place from which his father had conducted his vehement campaigns. He even copied the style of his dress: a long frock coat, a wide-winged collar and tie. In his early manner of speaking in the House he would imitate Lord Randolph's stance: the body leaning forward, neck outthrust, arms akimbo, the hands resting upon the hips and parting the falls of the frock coat. In his later years this manner of addressing the House of Commons underwent a change. The old nonchalant and assertive manner was discarded: as prime minister he would stand almost erect at the table, and his arms, when not raised in some infrequent gesture, would be almost limply pendant by his sides.

"She shone . . . like the evening star"

WINSTON CHURCHILL was only 20 when his father died. His mother had until then been for him a remote and beatific vision. "My mother," he has written, "made a brilliant impression upon my childhood's eye. She shone for me like the Evening Star. I loved her dearly—but at a distance." After the death of Lord Randolph, Winston's mother was able to devote to the interests and career of her elder son the wide influence and the immense powers of persuasion which she possessed. In his cause, as he has recorded, "she left no wire unpulled, no stone unturned, no outlet uncooked." After all, they were almost contemporaries; only 20 years stood between them; and Lady Randolph, until the end of her life, was eternally young. Even in her later years, when I first knew her, she was a woman of great beauty and purposeful vivacity. She shared, she

CONTINUED ON NEXT PAGE



"No wonder
FLEISCHMANN'S
makes America's
most Delicious
Gin Drinks!"



Yes, Fleischmann's Gin is "dry" dry . . . 100% dry! That's one of *Four Big Reasons* why Fleischmann's makes America's most delicious gin drinks.

Reason Two: Fleischmann's Gin has a superbly light, delicate taste and bouquet!
Reason Three: Fleischmann's Gin is so very, very smooth!

Reason Four: Fleischmann's priceless mixability provides the perfect base for Tom Collins, Martinis, all gin drinks!

FLEISCHMANN'S

**America's
First Gin**

DISTILLED FROM AMERICAN GRAIN—90 PROOF.
THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, NEW YORK.

Got the **COLD** miseries?

See how Minit-Rub can help you!



Rub MINIT-RUB on chest and back.

1. In a minute, Minit-Rub begins to stimulate circulation, begins to bring a sensation of warmth. That quickly helps relieve surface aches and pains.

2. In a minute, Minit-Rub's welcome pain-relieving action begins to soothe that raspy local irritation.

3. In a minute, Minit-Rub's active menthol vapors begin to ease that nasal stuffiness feeling.

MINIT-RUB also helps soothe pains resulting from neuralgia, sciatica, rheumatism and lumbago. Try it!

MINIT-RUB is wonderful for both children and adults. Greaseless! Stainless! Disappears like vanishing cream! Won't harm linens.

Get a tube of Minit-Rub today!



The Modern Chest Rub

SCHICK USERS!

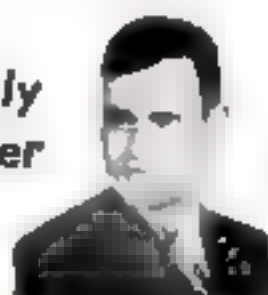
Get faster, closer electric shaves with this new preparation!



Now you can enjoy a new high in performance from your electric shaver—with sensational Letric Shave. It's a scientific development of The J. B. Williams Company to help you get faster, closer, more comfortable shaves and it's been proved in tests by thousands of men. Just dash a few drops of Letric Shave on your face before shaving.

"Shaving is noticeably faster, and much easier in humid weather."

JACK STREETER
San Francisco, Cal.



Letric Shave lubricates the skin to overcome "shaver drag." It helps save precious minutes, lets you shave comfortably even if your skin is dry and sensitive.

"Amazed at how much closer shaving became—an enthusiastic user."

NICHOLAS FRATT
Washington, D. C.



Letric Shave conditions your face and beard for a closer, longer-lasting shave. And it's good for your shaver's cutting head.

FREE SAMPLE

Use Letric Shave with any make of shaver. . . . At all toilet-goods counters—or send name and address to The J. B. Williams Co., Department LE4, Glastonbury, Conn., for generous free bottle. (Offer good in U. S. A. and Canada.)



MAKES ELECTRIC SHAVING EASIER



FAVORITE POSE of Lord Randolph Churchill (left) was imitated by his son, and both were sketched for *Vanity Fair* by famed Cartoonist "Spy." Lord Randolph was drawn in 1880 when he was 31, Winston in 1901 when he was 27.

CHURCHILL CONTINUED

stimulated, and on occasions she controlled, the ambitions of her son. There have been only two women in Churchill's life, his mother and his wife.

From the age of 34 Winston Churchill was almost continuously in office until the age of 55; by the year 1929 he had occupied most of the important offices of state. Then followed a sudden and dramatic reversal of fortune. Only a national disaster could silence the jealousies and fears of smaller men and bring him to the summit of power. On May 10, 1940 he became prime minister in the hour of his country's direst peril. He was omnipotent and resolute; he was 66 years of age.

Even during the darkest years Churchill never entirely lost the affection of his countrymen; what he lost was their confidence. I remember meeting him one afternoon in 1930 or 1931 as he was walking across the Horse Guards Parade in London. We were going in the same direction, and we fell into step. I was considering entering politics at that period, and he warned me against the disappointments of a parliamentary career and the fickleness of public opinion. "Here I am," he said, "after almost 30 years in the House of Commons, after holding many of the highest offices of state, here I am—discarded, cast away, marooned, rejected and disliked." We had turned into St. James's Park and a gardener who was sweeping up the dead leaves raised his hat and quietly uttered the unexpected words, "Good old Winnie!" Churchill grinned. "The British public," he said, "is a curious animal. It relishes the familiar. When it has consistently disliked a man for 30 years he becomes a familiar object of abuse. And as such, 'Good old Winnie.' " It was not with scorn that he repeated the last three words; he was touched by the episode and comforted. Yet assuredly, during that period from 1930 to 1940, he had lost the confidence of his countrymen. How is this misfortune to be explained?

Partly it is owing to the impact of his temperament upon the British national character. The British, except in moments of danger, are a lethargic race; they do not care for stimulants, they prefer sedatives. They are distrustful of brilliance, they feel more at their ease with what they call "sound common sense." Their optimism, which in a crisis becomes a source of strength, degenerates in neutral periods into an ardent desire to believe that nothing unpleasant is likely to occur. Their motto then is "safety first." Churchill has never believed that safety is the highest aim of human endeavor.

Great Britain, between the two wars, hankered after repose. Churchill's habit of interfering with everything, and everybody; of foreseeing dangers and pointing them out with trenchant lucidity; of not letting well alone; of always wanting, in his tiresome restless way, to learn things at first hand; of exposing the futility of a policy of "safety first"—this inveterate habit filled the timid and the slothful with irritated disquiet. "He is an adventurer," wrote Philip Snowden. "A soldier of fortune. An escapade has an irresistible fascination for him." "Before all things," wrote H. G. Wells acidly, "he desires a dramatic world with villains and one hero." "We all," an early friend of his once said to me, "have our daydreams. Win-

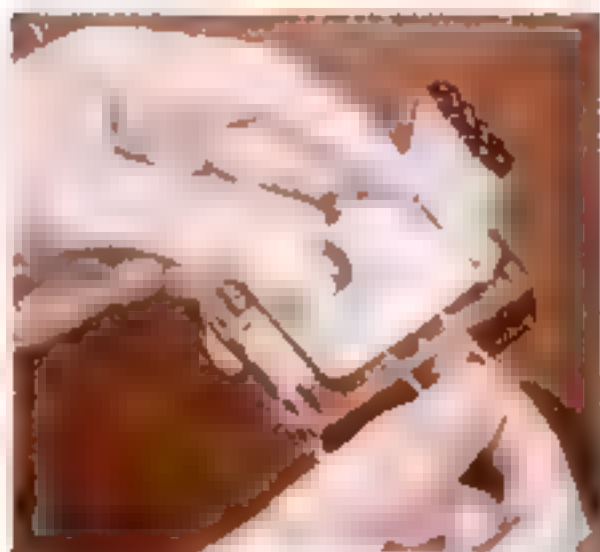
CONTINUED ON PAGE 100

Tape it easy

with "SCOTCH" TAPE



1 PREVENT garment snags by covering clothespin jaws with smooth "Scotch" Cellulose Tape.



2 KEEP matches handy by "Scotch" Tape-ing a book of matches to each fresh pack of cigarettes.



3 PROTECT blouse and dress sleeves with paper cuffs held on with "Scotch" Cellulose Tape.



4 DRIVING a nail to hang a picture? Crossed strips of "Scotch" Tape will keep plaster from chipping.



5 KEEP bandages fresh and clean by covering them with clear, smooth, tight-sticking "Scotch" Tape.



6 STICK coins to card or letter with "Scotch" Tape and they won't bounce around in the mail.



7 WRAP garbage and seal with "Scotch" Tape. Speeds collection and saves mopping up spilled refuse.



8 FASTEN new window shades to your old rollers with tight-sticking, firm-holding "Scotch" Tape.



9 COVER rough curtain rod ends with "Scotch" Tape and they'll slip into the curtains with nary a snag.



10 FIX that tear in your smart plastic party apron with an invisible strip of "Scotch" Tape.



11 GET more prints in your photo album by hinging them at the back with firm-holding "Scotch" Tape.



12 BIND frayed end of shoelace with transparent "Scotch" Tape when metal tip comes off.



13 SEAL mothproof bundles, boxes and bags with "Scotch" Cellulose Tape for added protection.



14 FOR QUALITY always insist on "SCOTCH" Brand Tape in the gay plaid dispenser.



SCOTCH *Cellulose* TAPE

BRAND

SEALS WITHOUT MOISTENING • TRANSPARENT AS GLASS

ANOTHER **3M** PRODUCT

Made in U.S.A. by **MINNESOTA MINING & MFG. CO.** Saint Paul 6, Minn.
 "SCOTCH" is the registered trade-mark for the adhesive tapes made by the 3M Co.
 Also makers of "3M" Brand abrasives, adhesives, and a wide variety of other products for home and industry
 © 1963 3M CO.



hate to break in a new shoe?

Well, here's a shoe that's really different! It's the John C. Roberts Shoe with "Mello-Stride Feature."

Comfortably flexible from the very first step.

And that insole! A special filler cushions the foot.

And it's calfskin covered so edges can't curl or crack.

High style, too—just look!

See your classified phone directory or write us for the name of your John C. Roberts dealer. Then try these new John C. Roberts Shoes for extra comfort—extra value.

Also Robertson Shoes at Lower Prices

JOHN C. ROBERTS SHOES • Friedman-Shelby DIVISION
International Shoe Company • St. Louis 3, Missouri
World's Largest Shoemakers



"THE RADICAL TWINS," as they were sometimes called, were Churchill and Lloyd George, the Liberal leader. Elected to Commons as a Tory, Churchill switched to Liberal side in 1904, the year before Liberals came into power.

CHURCHILL CONTINUED

ston's daydream is to be prime minister of England in a very dangerous war." Few daydreams have been realized with such stark intensity.

Churchill's is in fact the heroic manner. He is a man of the Renaissance, an Elizabethan. Such tempestuous energy accorded ill with the England of George V and George VI. I am not suggesting that Churchill is anything but essentially, superbly and strenuously English. In fact, he embodies and enhances all the finer qualities which we possess. But in the years between 1930 and 1940 our finer qualities had been submerged. The disquiet—the sometimes guilty disquiet—which his courage and perspicacity aroused was increased by two more practical causes. He had been associated during his career with a series of failures. And he persisted, in season and out of season, in speaking his mind.

Most people, I suppose, would regard Winston Churchill as a fortunate man. He has faced great dangers, he has often been in peril of his life, he has suffered serious illnesses; yet at the age of 73 he is still bursting with vitality and force. He has by his own efforts secured for himself an abiding place in history and in the affections of his countrymen. He has with triumphant success discharged tremendous responsibilities; nothing can take from him his vast achievement. He has been blessed in his domestic life with enduring peace and happiness. He has enjoyed the excitement of enterprise, the satisfaction of sport and travel, the solaces of literature and art. If there is any meaning in the phrase "a full life" then assuredly it has been his.

Yet in spite of these advantages and achievements he has been dogged throughout his years by a demon of ill luck. Again and again have his conceptions shown imagination, foresight and intuition; but when they failed, owing to the hesitations of those charged with their execution, it was Churchill, and not the admirals or the generals, who was blamed. He was right in seeking in 1914 to save Antwerp; we now know that in doing so he foiled the German dash upon the Channel ports; but at the time the failure of that forlorn hope was ascribed to Churchill's ignorance and impetuosity. He was right about the Dardanelles, right about naval warfare, right about the tanks, right about Ireland, right about Russia. When these projects succeeded, it was the soldiers and sailors who gained the credit.

CONTINUED ON PAGE 11

The Welcome Whiskey...

Ancient Age

Welcome...Anywhere...Anytime...

Every drop

Straight Kentucky

Bourbon



"welcome"



Straight Kentucky

Yes, the entire world
welcomes this magnificent

Bourbon...always. Every drop tastes its age.

Every drop is evenly matured. It comes to you from Schenley,

the House of Aged Whiskies. Friendly Ancient Age, the welcome whiskey,
is 5 years old, 86 proof. Schenley Distilleries, Inc., Louisville, Ky.



A Schenley Mark of Merit Whiskey

© 1988 SCHENLEY DIST. & PROD. CO.

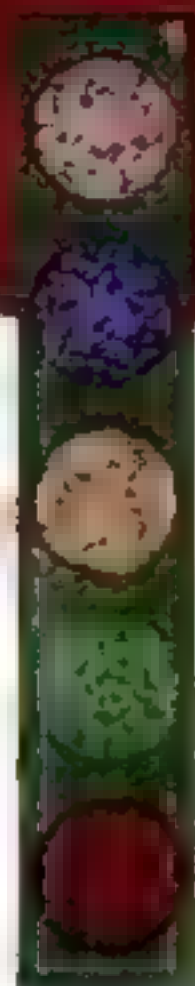
your home is your show window!

Why not give your Teen-Agers' rooms the "new look," too? It means so much to youngsters to be proud and happy to bring their friends home. And it costs so little. Alexander Smith's gay new Opera Red Broadloom, for example, is far from expensive. Yet look what it does for the Teen-Ager's room below. Send for "Colorama," Clara Dudley's free book, containing color ideas for *every* room in the house. Alexander Smith & Sons Carpet Company, Dept. LC-1, 295 Fifth Avenue, New York 16, N. Y.



Have you looked at your rugs lately?

Alexander Smith
Floor-Plan Rugs & Broadloom Carpets



CHURCHILL CONTINUED

When they failed it was Churchill to whom was ascribed all blame. His very pugnacity earned him the reproach of being warlike; his superb daring was ascribed to recklessness. The speed of his intuition was dismissed as lack of judgment; the ardor of his energy was belittled as restless self-assertion.

Had Churchill been a very patient, a more pliant or a more conciliatory man, he might more easily and more rapidly have regained the confidence of the nation. But he is not patient and he is not conciliatory. Nor is he a good judge of men. He is apt to mistake courage for ability and he is also apt to assume that a man who can state his thoughts eloquently and quickly must possess a superior intelligence. He admires vigor so passionately that he has been inclined to forget that a man can be both vigorous and a fool. Nor could one ascribe to Churchill any pliancy in his relations with his fellow mortals. Few men can be more genial or more courteous than Churchill when he is in the mood. But when he is not in the mood for conversation he will make no concession at all to social conventions; he will sit silent, hunched, sulky, sullen in his chair, indifferent to the embarrassment which his indifference causes. His dislike of all forms of timidity renders him unsympathetic to shyness; and he frequently offends people without intention of offense. No—he cannot be accused of pliancy.

The popular picture of Churchill as it was built up in the war years is a perfectly correct picture. The people cheered that indomitable bowed figure as he slouched through the wreckage of their towns; they noted the tears which coursed down his cheeks when he looked round upon their personal disasters; they were fortified by his resolute eyes and clenched features; and the familiar eccentricities of his manner—his odd clothes and hats, his fingers raised in the V-sign, his curious way of speaking, his strange coy smile—all these confirmed their affection. But it was not so in the 10 dark years of 1930 to 1940. They then saw in him only a discontented, sullen and discredited man; he made no effort at all to recapture their affections; he continued unswervingly to do unpopular things. He spoke his mind.

"I am not afraid of this House"

WHEN the abdication crisis broke upon a shocked House of Commons, on Monday, Dec. 7, 1936 I was sitting one off Winston Churchill on the bench. Between us was a veteran parliamentarian, Sir George Lambert, who had been a friend of Churchill's for some 30 years. It was known that the prime minister, Mr. Baldwin, was about to make a statement upon the abdication; it was known that Winston Churchill intended to oppose this statement. King Edward had asked for time; he had suggested that he should leave the country for a month or two so as to enable public opinion to recover from the first shock of revelation. The government, and the House of Commons, were opposed to delay; it was felt that a quick surgical operation was needed and that every week that passed would only serve to envenom the tragic situation. I could overhear Sir George Lambert begging Churchill not to speak. "As an old friend," he begged, "I entreat you, Winston, I entreat you not to intervene. Cannot you feel the temper of the House? If you protest at this moment you will do yourself irreparable harm." Churchill was sitting there hunched and sullen. He clenched his jaw. "I am not afraid of this House," he muttered. "When I see my duty I speak out clearly." Mr. Baldwin finished his statement and Churchill rose. The House greeted Churchill with a loud roar of "Sit down!" It was an ocean wave of disapproval. He staggered for an instant at this unexpected outburst and made vague circular movements with the spectacles in his hand. And then once again he set his jaw in a pugnacious grip. "If," he hissed in a lull in the uproar, "the House resists my claim [to speak] it will only add more importance to any words that I may use." There was a hush at that. And then he asked the prime minister in quiet tones whether he would give the House an opportunity for discussing constitutional aspects of the question before any irrevocable decision was made. No answer was forthcoming and a few minutes later Churchill strode out of the Chamber, "flushed," as I noted in my diary at the time, "and with a look of thunder on his face."

Such interventions in a distressed House of Commons, and on behalf of a lost cause, do not make for popularity. But there was worse to come. Ever since 1932 Churchill had been warning the country and the world against the dangers of German rearmament. Before the Nazis came to power he had urged the government to reconsider German grievances "in a calm atmosphere and while the victor nations still have ample superiority." After 1933 he repeatedly warned us that the Nazis were building up the strength of their air force and their armored divisions. But the country as a whole yearned

CONTINUED ON NEXT PAGE



Buy Gum Turpentine Now!

FOR SPRING PAINTING

WHEN painting their own homes, 9 out of 10 Painting Contractors use Gum Turpentine. What better recommendation could any product have!

Gum Turpentine comes from the living pine tree. It has a close affinity for wood and provides *controlled penetration*, carrying the pigment and oil into the pores, and locking the paint film securely into the surface.

Gum Turpentine enriches paint—makes it go further, last longer, look better.

Gum Turpentine is the one safe, dependable paint thinner for all types of oil paints. Since Gum Turpentine represents less than 2% of the total cost of the paint job, it's foolish to use cheap (?) substitutes.

Reliable painting contractors prefer to use Gum Turpentine on all exterior wood surfaces and on all interior work where oil paints are used.

Specify Gum Turpentine on all contract painting jobs. Use Gum Turpentine whenever you use oil paints. Clean floors, woodwork, furniture, porcelain and metal fixtures with Gum Turpentine.

Sold wherever paint is sold in 1-gallon and 5-gallon lithographed tins. Smaller sizes in glass bottles. Look for the AT-FA Seal of Approval.

It is your guarantee of genuine, unadulterated, pure spirits of Gum Turpentine.

AMERICAN TURPENTINE FARMERS ASSOCIATION • General Offices: VALDOSTA, GEORGIA

FOLLOW THIS FORMULA

NEW WOOD: First and second coats should contain 25% Gum Turpentine, 25% linseed oil and 50% pigment by volume.

REPAINTING: First coat same as above. Finish coat (new wood or repainting) add only enough Gum Turpentine for easy brushing.



WHEN PAINTING
THEIR OWN
HOMES

9 out of 10 Painting Contractors
use Gum Turpentine

GOODBYE HEADACHE



Alka-Seltzer brings Relief
No matter where you roam.
It pays to keep an **EXTRA**
At work and in the home.

There's nothing quite like Alka-Seltzer! Millions have discovered bubbling, effervescent Alka-Seltzer brings wonderfully fast and dependable relief from the pains of a headache.

Upset Stomach



You can depend on Alka-Seltzer for quick relief for stomach upsets and acid indigestion! Next time try Alka-Seltzer yourself—and discover why it's so popular!

Aches and Pains

Alka-Seltzer's analgesic brings fast, effective relief from muscular aches, neuralgia and similar pains. Alka-Seltzer is popular with millions because it's dependably effective.



Discomfort of Colds



Alka-Seltzer's unique formula brings quick relief from the "ache-all-over" feverish feeling and other discomforts of a cold. Makes an effective gargle, too.

BUY 2 PACKAGES INSTEAD OF 1

It's wise to buy an extra package, so you'll have it when you need it. 30c and 60c—all drugstores, U. S. and Canada.

Alka-Seltzer



VE Day "Win" 4, 5

ROYAL AUTOGRAPHS decorate this picture of the king, queen and the princesses on the balcony of Buckingham Palace receiving V-E Day cheers with Churchill. He keeps the photograph on his bedroom wall at Chartwell.

CHURCHILL CONTINUED

to believe that the policy of appeasement would give them peace.

And then, in the early autumn of 1938, came the Munich crisis. On the morning after the full terms of that disgraceful surrender had been published I was asked by Churchill to come and see him in his flat. He wanted to know what was the diplomatic import of the arrangements under which the progressive evacuation of the several zones of Czechoslovakia was to be supervised by a commission of the ambassadors in Berlin. I said that these arrangements were in fact quite meaningless. Lord Cecil, who was present, agreed with that diagnosis. "I do not know what you feel," Lord Cecil said, "but I feel in despair." Churchill leaned forward and his eyebrows rose slightly. "Yes, Bob," he almost hissed, "yes, I feel in despair unutterable, I feel 20 years younger." I knew then that only Churchill could be our leader if war came.

He will certainly go down to history as one of the great leaders of a people at war. He maintained and raised our spirit and he directed our campaigns. Upon him alone in those early days fell the responsibility for terrible decisions; the tragic decision to attack the French fleet at Mers-el-Kebir; the masterly decision to denude our own defenses in order to save the Suez Canal; the honorable decision to rob ourselves of a most needed victory in order to send help to stricken Greece. The story of his actions will be told by himself in the memoirs which are to be published in this magazine. It will be a superb story, superbly told.

It would be a grave error to look upon Churchill as some Napoleonic figure, intoxicated by the lust of battle, disposing of armies with a quick movement of the pen. Certainly he loves a scrap; but with equal certainty he loathes slaughter. I saw him while the battle of Anzio hung in the balance and I saw him on the morning of D-day. His face in those anxious hours was not the face of an insensitive warrior; it was the visage of human anxiousness; it was utterly drained of blood. Nor are his decisions as immediate or impulsive as some have supposed; he will pace the room for hours seeking to make up his mind; his immense responsibilities were never lightly assumed; it was not lust of battle, it was a constant questioning of soul.

Churchill again is regarded—and I feel rightly regarded—as among the great orators whom the English-speaking race have produced. Certainly I have never heard the words of any man—and I have listened to the foremost speakers of my time—have so compulsive an effect upon the human mind and heart. But he is not a natural orator. By hard work, by constant effort, by careful preparation, he has trained himself to speak supremely well. Out-spokenness, humanity, pride, exhortation, humor, invective, the grand manner, the simple or the picturesque—he has mastered all the intonations. But he has mastered them through his infinite capacity for taking trouble. Those famous phrases which in the dark years of the war echoed like thunder through the world were not sudden improvisations. They were carefully considered and rehearsed. Nor was he ever able—perhaps he never tried—to suit his stance and gestures to the magnitude of the words he used. He

CONTINUED ON PAGE 105



Old photos,
stained and faded,
are restored by
modern processes,
and...

Stained Linens are
restored to their original
beauty by Clorox!



NO NEED to worry when your prized white or color-fast cottons and linens become stained. For Clorox removes fruit, berry, beverage, flower, grass, blood, many ink, dye and medicine stains... even scorch and mildew. In laundering Clorox bleaches white cottons and linens snowy-white (brightens fast colors), makes them fresh, sanitary. Clorox reduces rubbing, thus conserving fabrics. It's extra-gentle, free from caustic... made by an exclusive patented process. And in routine housecleaning Clorox disinfects, deodorizes. Directions on the label.

America's Favorite Bleach and
Household Disinfectant



CLOROX

FIRST IN QUALITY
...IN PERFORMANCE
...IN PREFERENCE!

Copyright © 1945 Clorox Co.

BOON HOUSEHOLD CLEANER

Is another top-quality house-keeping aid. It wipes away dirt and grease, quickly, easily from washable surfaces. Excellent on automobiles. Safe on paint and hands. At your grocer's. MADE BY THE MAKERS OF CLOROX



Callouses

Pain, Burning, Tender-
ness Quickly Relieved

You'll quickly forget you have painful callouses, tenderness or burning on the bottom of your feet when you use this, downy-soft, wonderfully soothing, cushioning Dr. Scholl's Zino-pads! Instantly lift pressure on the sensitive spot. Speedily remove callouses when used with the separate Medications included. Cost but a trifle. At all Drug, Shoe, Department Stores and Toiletry Counters. Insist on Dr. Scholl's.



Dr. Scholl's Zino-pads

Undies and
Sleepers
Hi-Chair to Hi-School
Nazareth





1 EXCLUSIVE SPECIALLY DESIGNED GLADIRON ROLL. The Thor Gladiron Roll has full power and full heat application, but is smaller in diameter so you slip a sleeve right over it. Work can extend free over both ends of roll. You'll do all kinds of ironing more skillfully and easily. No other ironer has this feature!

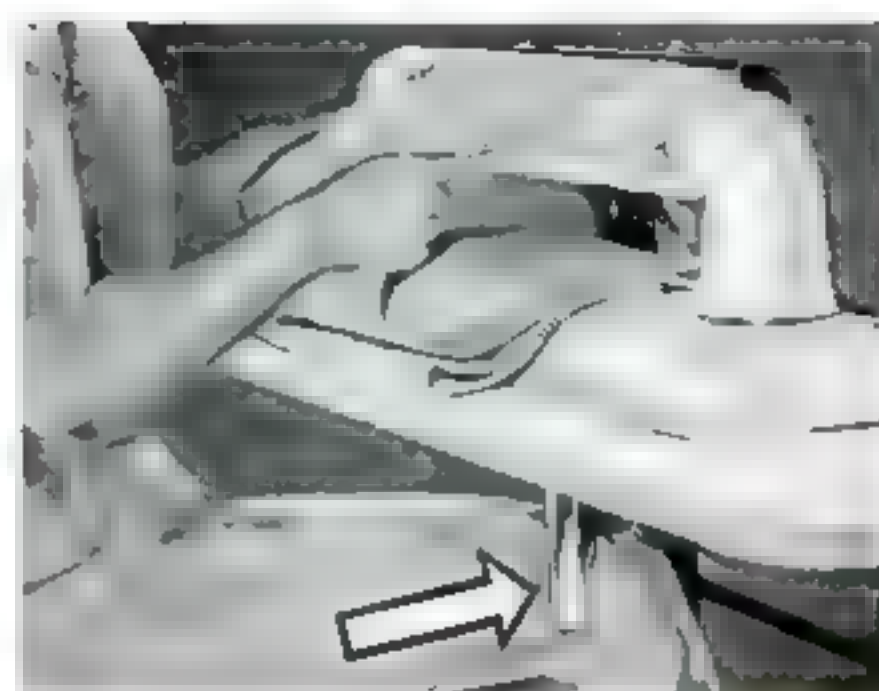


3 MOST POWERFUL HEAT. No household ironer delivers *as much* heat per square inch. Holds heat steadier—so does better ironing. Quicker heating, too.



4 MOST POWERFUL PRESSURE. Greater pressure per square inch than any household ironer of any roll size. This means beautiful flat work!

5 STEAMS TIES AND VELVETS. This clever trick is made possible by the special Gladiron shoe design.



6 ONE SINGLE CONTROL. The Gladiron is the easiest ironer to use. Starts, stops, opens and shuts and does pressing with a touch of your knee. Both your hands are free!



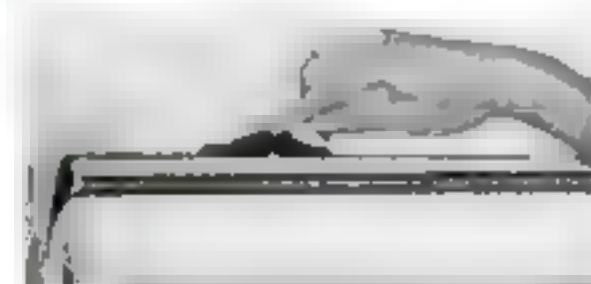
7 IRONS SHIRTS AMAZINGLY. Gladiron is the ironer you *CAN* use for shirts. The secret is the exclusive Thor Gladiron roll. See the shirt demonstration at your Thor dealer's.



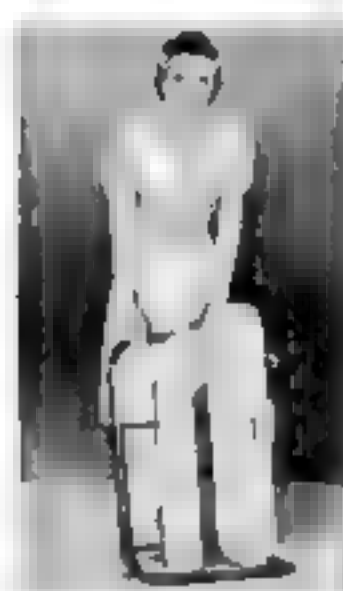
8 HANDIEST FOR FUSSY THINGS. You'll agree the Gladiron is the handiest ironer ever made! Irons children's dresses beautifully... ruffled curtains to perfection.



9 FLATWORK IRONING DELUXE. With Gladiron heavy pressure and steady heat you'll do flatwork you're proud of—and so easily.



10 FULL RANGE DIAL HEAT CONTROL. You *Dial* the exact heat that's best and safest for the fabric.



2 WHEEL IT WHERE YOU WANT IT. Iron by a pleasant window. Or on the cool porch. Or where you can see the children. Or hear the phone or radio. Wheels easily as a tea cart. Unfolds for use in a couple of seconds.

In all your life
have you ever seen an ironer
with 14 such
wonderful features?

Goodbye to backaches,
hello to quicker, better ironing with the grandest
helper of them all... the THOR GLADIRON

The Thor Gladiron is streamlined, simplified... easier to use than your sewing machine. It gives more heat and pressure per square inch than any other ironer... turns out ironing you'll be proud of—and lets you sit down while it does the work. Thor's mass production methods keep costs down. This wonder-working Gladiron is half the price of many other full-sized ironers! Try the Gladiron at your Thor dealer's. You'll never again slave over an ironing board!



*REG. U. S. PAT. OFF.

only \$99⁵⁰
Small down payment... easy terms.
—about half the price of most other ironers

14 POWERFUL BUT NOT CUMBERSOME. Why pay for excess weight and clumsy bulk? Thor has streamlined the Gladiron to the last ounce—yet it gives you *everything* you want.



13 EXTRA BIG WORK SURFACE. Snap-on wings give wide table space for handling ironing.



11 NO STANDING, NO LIFTING, NO BACKACHE. You sit down while you iron... and the Gladiron does the work. Instead of being fagged out, you can go to a movie afterward!



12 FOLDS UP FOR STORAGE. Just a touch and the Gladiron folds to the size of a kitchen stool. Keep it in a closet.

THOR CORPORATION
2115 South 54th Avenue, Chicago 50, Illinois

Please send me, without obligation, your booklet about the Thor Automagic Gladiron.

Name _____

Address _____

City _____ Zone _____ State _____

MELBROKE TIES

new again
every morning!



SOLID
COLORS
•
SMART
STRIPES
•
RAYON
PRINTS

still
\$1.00

MELBROKE'S 100% finely-woven wool shrugs off creases overnight... leaves you a crisp, glowing fabric that knots as you like it... keeps you looking well-dressed. In brilliant rayon prints too!

AT BETTER SHOPS EVERYWHERE

MELBROKE TIES

NEW YORK 1, N. Y.

CHURCHILL CONTINUED

would stand there at the box by the table, his arms hanging limply beside him, his palms from time to time clasping his lower stomach, not seeking for a moment to match the elegance of his movement to the beauty of his phrase. Rarely would he raise his arm above the waist level. Only from time to time would he place his hands upon the box and lean forward toward the opposite benches. It was with this movement—and I can see him again as I write—that he uttered the tremendous words "If necessary for years. If necessary alone." The great passage about "we shall fight on the beaches" was delivered with a most ungainly movement; at each sentence he bent his knees with a jerk. We always knew when some great phrase was going to be flung at us. Churchill in his war speeches would generally read from typed notes which lay upon the box in front of him. When a phrase approached which he had thought out at some other moment and kept for a parliamentary oration, he would take off his glasses and make circular movements with them in the air. The wonderful phrase about the airmen of the battle of Britain—"Never in the field of human conflict was so much owed by so many to so few"—had occurred to him while driving back from London after visiting a distant airfield. He waved his spectacles at us when he said it. It aroused a murmur of wonder; we knew at once that we had heard one of the living sentences of all time.

Like all great men, Churchill is simple. He is incapable of pose; he never puts on a manner which is not sincere. If he feels sulky, he looks sulky; if he feels ill-tempered, he is dreadfully ill-tempered; if he is amused, his whole face lights up with glee; if he is touched or sentimental he does not restrain the tears which flood his eyes; if he wants to be rude, he is very rude indeed. He loves good food, good wine, good company. Until his later middle life he was physically very active; he played polo until he was nearly 50 years of age. He has little time for reading, but his memory is so retentive that he remembers all that he has read. He has a low taste in music, being like myself one of those people who only really enjoy tunes. He has an amazing knowledge of the comic songs of his youth and on occasions he will quote them, and even sing them, with marked appropriateness. He much enjoys his own jokes, which are in truth frequent and most enjoyable. He dislikes the radio, esthetes and people who pronounce foreign names or languages in an un-English sort of way. On one occasion I heard an unhappy brigadier, recently returned from Africa, discoursing in his presence about the "battle of El Alamein." Churchill was sullen. "Why," he lunged out suddenly, "do you call it 'El' Alamein. Like those asses who talk about 'Le' Havre. 'Harver' the name of the place is."

At his home at Chartwell in Kent he is at his simplest. It is there that he dictates his memoirs, dressed strangely in a siren suit or dungarees, striding with his cigar up and down the room. It is there that one best feels the courtesy of this happy man and senses his simple, pervading devotion to his wife, his children and his grandchildren. And it is there, if you are lucky, that he will take you and show you—approaching gently, very gently—"Not-make-so-much-noise-you-fool"—a moorhen's nest among the reeds.



AN OLD PEASANT gives a "V for Victory" sign in this photograph from Churchill's personal album. Mr. Churchill cannot identify the man or the location but he is thoroughly familiar with the gesture. He has made it his own.

CHEWING IS "ORAL HYGIENE" FOR HIM!



Munching crunchy Milk-Bone Dog Biscuit actually helps keep his teeth and gums healthy...while giving him the solid satisfaction of a nutritious diet! And this unique food is economical—it's concentrated nourishment—rich in vitamins and minerals. Include Milk-Bone in your dog's diet!



Milk-Bone Biscuit contains nutrients your dog needs: Vitamins A, B₁, B₂, D and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk

NATIONAL BISCUIT COMPANY



MARCH 13
TO
APRIL 10

See
our page
advertisement
in this issue

Then see your Roblee dealer
Roblee Division, Brown Shoe Company, St. Louis.

Be a millionaire...get this gold!



1865 Buried treasure . . . pirate gold! A fortune is yours if you can get it. Capt. Kidd's treasure (just one hoard of many) called adventurers to Nova Scotia as the name Corby's reached its seventh year in Canada. But the gold's still at the bottom of a pit—or is it?



1897 Ancient maps, some fake—some genuine, guide prospectors into Arizona's mysterious Superstition Mountains. Lost mines and tremendous Spanish wealth supposedly lie hidden here. The quest met both success and failure as the name Corby's reached 39 years of Canadian fame.



1936 Fabulous riches—millions in gold and gems—bring divers to the Caribbean. There's treasure here a stone's throw off the Florida coast. Several groups were after it as the name Corby's swung into its 78th year of renown in Canada. What they found is *their* secret.



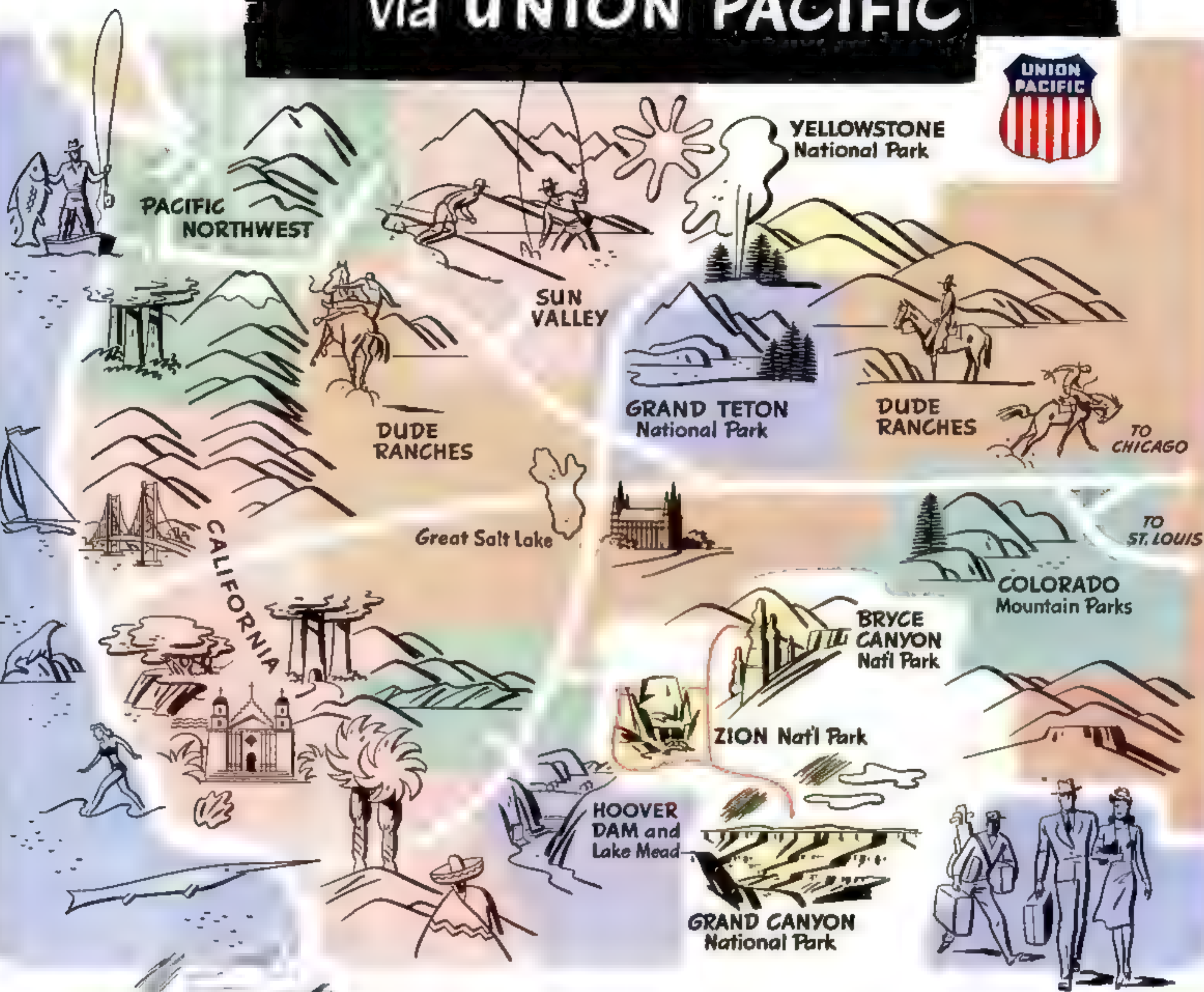
1943 Treasure hunting goes on in high gear—using radar, diving bells and mine detectors. But who knows? Maybe someday you'll just stumble on a forgotten cache! Now, there's one great find (a popular priced one, too) for you near home—it's Corby's, the light, sociable whiskey with a grand old Canadian name. Here's a perfection blend for mixed drinks—a past master with highballs. Look for Corby's soon.



**CORBY'S . . . A GRAND
OLD CANADIAN NAME**

PRODUCED IN U.S.A. under the direct supervision of our expert Canadian blender
86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co., Limited, Peoria, Illinois

See the Best of the West... via UNION PACIFIC



Take your choice of these famous National Parks and other colorful vacation regions. There's scenic grandeur to thrill you ... and healthful recreation.

Go there in comfort. Enjoy complete relaxation from the minute you board your train until you arrive.

Union Pacific provides spacious, air conditioned Pullman and coach accommodations. Daily Streamliner service to Los Angeles, San Francisco, Portland and Denver from Chicago and St. Louis, praised by discriminating travelers.

UNION PACIFIC RAILROAD
Road of the Daily Streamliners

For a free attractive booklet describing the region which interests you, mail coupon today!

Union Pacific Railroad
Room No. 150, Omaha 2, Nebraska
I am interested in a train trip to the following region.
Please send booklet.

(Name region)

Name

Street

City State



SAINT-GAUDENS (THIRD FROM LEFT) AND HELPERS STAND IN NEW HAMPSHIRE STUDIO UNDER PLASTER STATUE OF GENERAL SHERMAN

Saint-Gaudens

This is centennial of the man who made America's best-known statues

Artists traditionally starve in garrets and die before the public begins to appreciate them. Last week a sculptor who gave this legend a happier twist was honored by New York's Century Association, which celebrated the 100th anniversary of the birth of Augustus Saint-Gaudens, a former member and one of America's most famous sculptors.

Augustus Saint-Gaudens started out in the legendary manner. As a poor French-Irish boy in New York he cut tiny designs on cameos. He even scraped up enough money to get to Europe and starve in the garrets of Paris and Rome. But for the two decades before his death in 1907 he was rich and famous. He had a house in New York, another in Cornish, N.H., a private golf course, and he could ask and get \$15,000 for a large medallion. His statues soon stood in prominent places in the biggest cities—New York (General Sherman and Admiral Farragut), Chicago (two Lincolns), Boston (Shaw Memorial) and Washington (the Adams Memorial).

Saint-Gaudens' great financial success was partly due to coincidence. As far as statuary was concerned, the last part of the 19th Century was a sellers' market. Americans were feeling nationalistic after the Civil War and wanted to glorify their

heroes. They were also getting tired of the phony classicism of existing sculptors, who often dressed subjects in Roman togas. To this market Saint-Gaudens brought a style that was fresh, realistic and exciting. His human figures seemed peculiarly American. They were emotional but poised, lively but dignified.

As they became popular, people began to think of their heroes in terms of Saint-Gaudens' versions of them.

One of the most familiar pieces of Saint-Gaudens' work is the statue of General Sherman, which was erected in New York in 1903. Saint-Gaudens took 11 years to complete it. With his staff of assistants and molders he cast some parts of it five or six times, each time making small changes. For a model he used a famous horse named Ontario. For his principal he used General Sherman himself but complained that since the general insisted on looking him straight in the eye, he could never get a good profile. When his plaster casting was complete he sent it to Paris and won the Medal of Honor. Then he cast the statue in bronze and stood it in a field in New Hampshire while he planned more changes. When it was finally set up in New York a Southerner remarked, "Just like a Yankee, letting the lady walk."



GENERAL SHERMAN, led by angel of victory, stands at Fifth Avenue and 59th Street in New York. Victory's head was used on \$10 gold piece.

"I'm fussy
about combs
...and so's Du Pont!"



Pick up a Du Pont Comb. Feel the strong well-molded teeth. Feel their smooth plastic perfection. Now look at a display of Du Pont Combs. Notice how many styles there are for every good grooming need—how many vibrant colors to match your room, your purse, your personality. Then look at the famous Du Pont oval. Don't forget it. Always look for this sign of quality when you're buying combs—the sign of a better buy in combs. Prices: 10 to 50 cents.

*Better
buy-* **Du Pont
COMBS**

BETTER THINGS FOR BETTER LIVING
THROUGH CHEMISTRY



AUGUSTUS SAINT-GAUDENS poses in his little studio at Cornish, which he used as a refuge when 20 or 40 of his

assistants were at work on statue in the main building. This picture was taken just before he died of cancer at the age of 53.



"THE PILGRIM," carrying a Bible under his arm, strides righteously through woods in Fairmont Park, Philadelphia.



"GRIEF" is the name which is popularly given the figure of a woman on the grave of Mrs. Henry Adams in Washington.

CONTINUED ON PAGE 112

Facts and Fallacies about Seeing

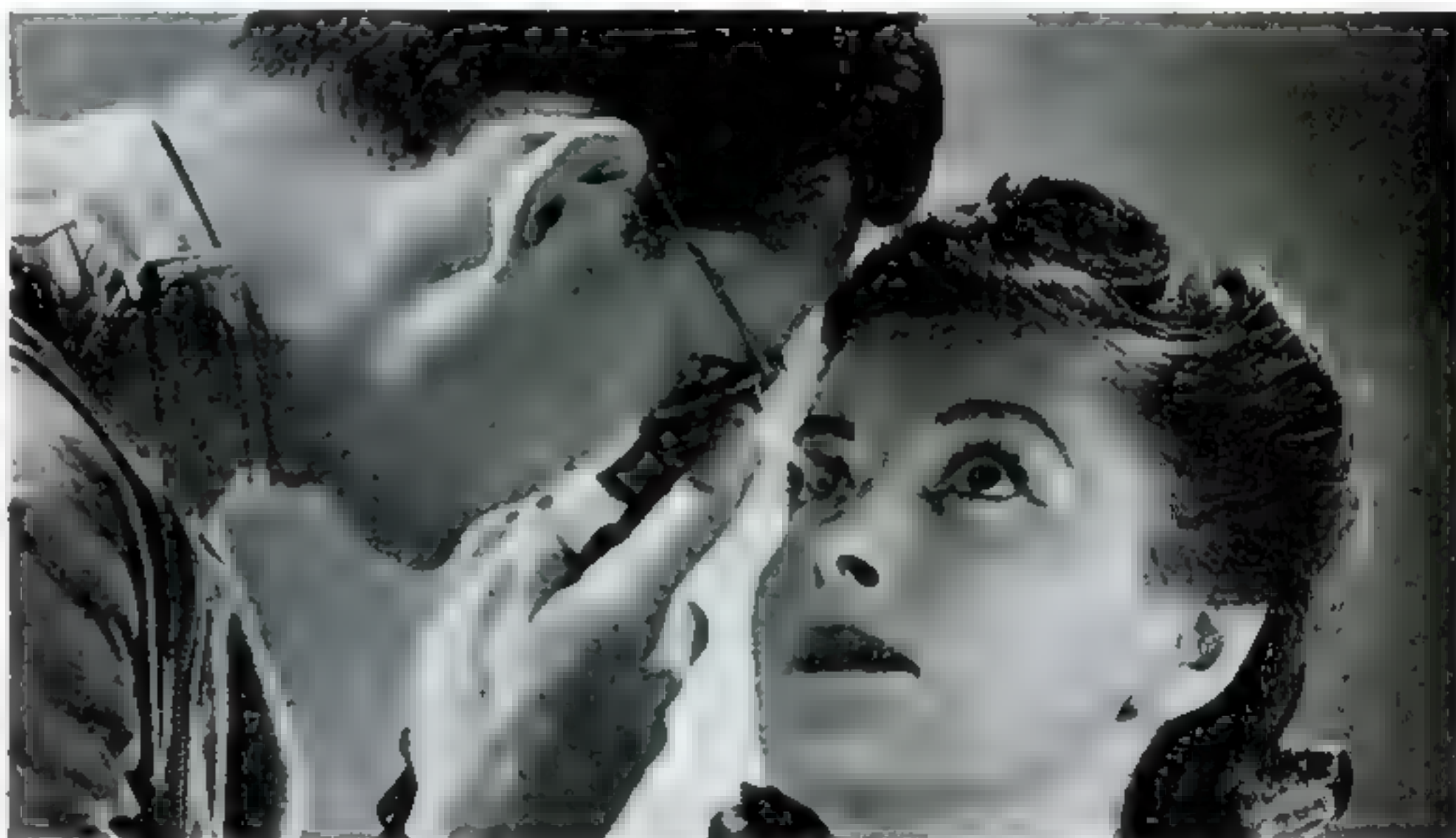
Are schoolteachers' eyes better than yours?

NO, not necessarily. But a teacher acquires unusual seeing ability. She must keep an entire schoolroom under constant observation. Her eyes must adjust themselves frequently from reading a book or paper close at hand to a blackboard or wall map at some distance. And all the while she must watch the behavior of 30 or more active youngsters. Teachers who render such important service in the education of our children owe their seeing ability not to "better eyes," but to the fact that their vision is developed through training and experience in meeting a unique "seeing situation."



Will glasses alone improve your eyesight?

NO! You too, like the teacher, should have seeing ability to meet your visual requirements. As in the case of some teachers, you may not be able to achieve this unaided. The only way for anyone to make sure is to seek professional guidance. Important as glasses are, their aid to your visual comfort and efficiency depends upon the professional services and technical skills of your Optometrist, Ophthalmologist, Ophthalmic Dispenser (Optician).



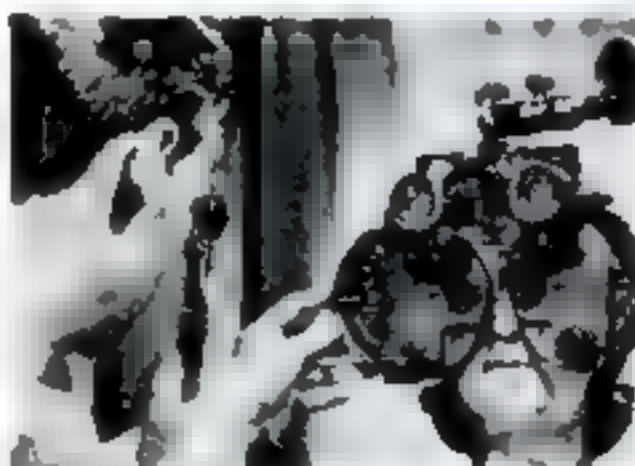
EXAMINATION: Professional examination for possible pathological eye conditions.

Seek professional advice not glasses at a price

Professional services and technical skills such as those illustrated are essential aids to your seeing ability — your eye comfort, your visual efficiency. It is for these services and skills — not for glasses alone — that you pay a fee.

American Optical
COMPANY

Founded in 1833 — the world's largest suppliers to the ophthalmic professions.



REFRACTION: Scientific measurement of your ability to see.



PRESCRIPTION: Carefully prepared professional conclusions and the instructions necessary to correct your vision.



INTERPRETATION: Careful technical and scientific compounding of the exact materials of your prescription.



FITTING: Scientific, minute adjustment of your prescription to your eyes.



RE-EVALUATION: Verification of the refraction and the prescription.



SERVICING: Assurance that the requirements of your prescription are being constantly maintained.

**CAN YOUR SCALP PASS THE
FINGER-NAIL
TEST?**



TRY IT! Scratch your head. If you find signs of dryness, loose ugly dandruff, you need Wildroot Cream-Oil hair tonic. Grooms hair... relieves dryness... removes loose dandruff! Contains soothing Lanolin, an oil resembling the natural oil of your skin.

**YOUR HAIR CAN LOOK
LIKE THIS WITH NEW
WILDROOT
CREAM-OIL**



A LITTLE WILDROOT CREAM-OIL does a lot for your hair. Keeps your hair well groomed all day long. Leaves no trace of that greasy, plastered down look. Makes your hair look and feel good.

**NON-ALCOHOLIC
CONTAINS
LANOLIN!**

AGAIN AND AGAIN the choice of men who put good grooming first—that's Wildroot Cream-Oil. No wonder when new users from coast to coast were questioned, 4 out of 5 who replied said they preferred it to any other hair tonic they had used before. Ask for it at your barber or drug counter.

IMPORTANT: Smart women use Wildroot Cream-Oil for quick grooming and for relieving dryness. Also excellent for training children's hair.



TUNE IN ... 2 Network Shows!
"The Adventures of Sam Spade" Sun. evenings, CBS Network
"King Cole Trio Time" Sat. afternoons, NBC Network.



THE LITTLE STUDIO at Cornish, N.H. is still full of Saint-Gaudens' work. In foreground and background are copies of figure "Diana," which used to sit on top of New York's old Madison Square Garden. After his death Saint-Gaudens' family turned place over to board of trustees, and it is now a memorial.



HOMER SAINT-GAUDENS, the son of Augustus, is now director of Fine Arts at Carnegie Institute. Here he sits beside a long-haired plaster likeness of himself at the age of 4, done by his father who once wrote in a letter to a friend that "Little infant Jesus had his hair cut today, and mother wept."

**Campho-Phenique
Helps SOOTHE
AND HEAL
MINOR
CUTS**



RELIEVE PAIN! COMBAT INFECTION! That's the 2-way help you get from Campho-Phenique, the liquid antiseptic that relieves pain and irritation, too!

APPLY CAMPHO-PHENIQUE QUICK, to minor cuts, burns; cold sores, fever blisters; scratches, and non-poisonous insect bites. Relieves pain and aids Nature to heal by combating infection.

USED BY MANY DOCTORS, dentists and nurses. Ask for "Cam-fo Fen-ee-k" at any drug counter. It's soothing and stainless. Popular more than 50 years.

CAMPHO-PHENIQUE
THE PAIN-RELIEVING ANTISEPTIC

FAMOUS FOR A QUARTER CENTURY



Goldentone
PRECISION MADE
PHONOGRAPH NEEDLES

Twinkle Tip Needles are designed especially for finest reproduction of children's records with longer record life.

GUARDIAN OF YOUR RECORDS

Putnam Needle Company, Springfield, Conn.

**How to give
QUICK REST
to tired eyes**

MAKE THIS SIMPLE TEST TODAY

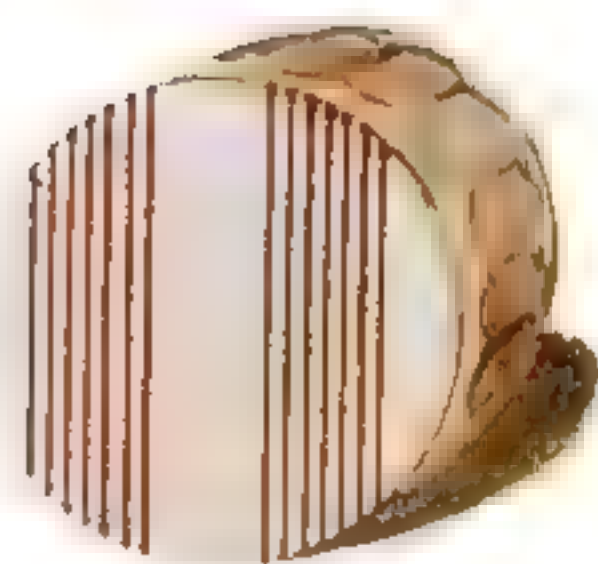
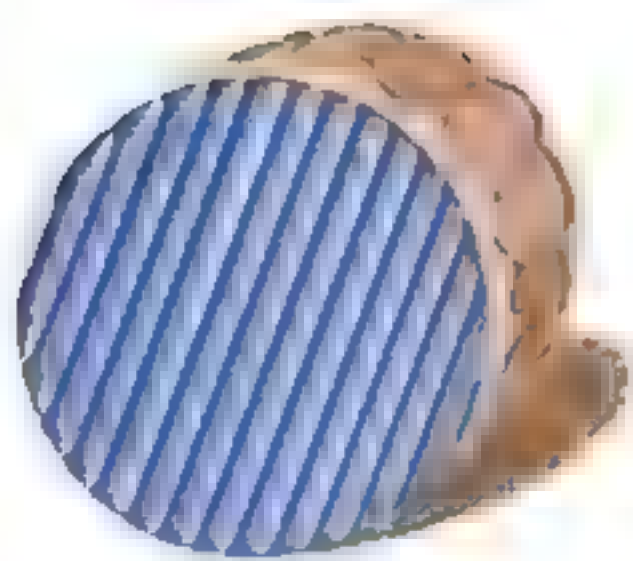
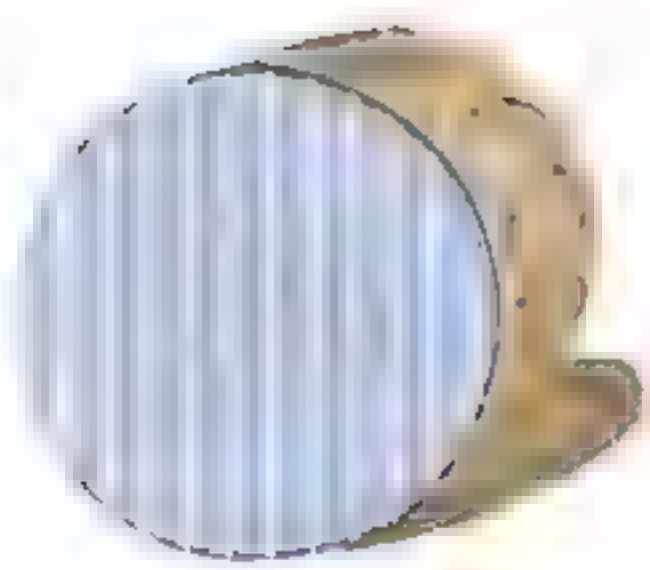
Eyes dead tired? Feel like you can't keep them open?—can't go on working?—can't enjoy yourself? Then give your eyes a quick, refreshing rest with Murine.

**WHAT
IS MURINE?**

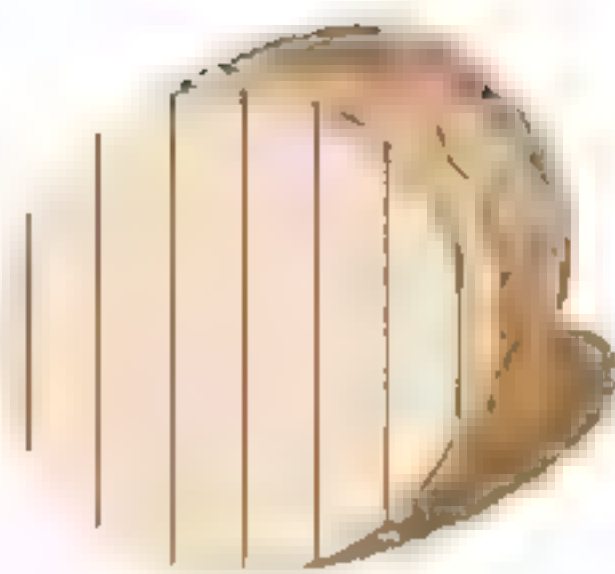
Murine is a scientific blend of seven ingredients. Murine gives tired eyes that wide-awake feeling in just a few seconds. Put two drops of safe, gentle Murine in each eye and feel the blessed relief from the discomfort of tired eyes.

MURINE
FOR YOUR EYES





Rely on Reliance for a pre-spring lift! Yucatan Tones . . . soft, pulsating hues in stripe-schemes that delight the eye—Sanforized fabrics luxurious to the touch! Enjoy these exclusive features: The better-looking, grander-feeling Contour Collar of the shirts . . . the sleep-inducing comfort in the pajamas' Cradle Crotch . . . the rugged patented No-Tare fly on the Boxer and Gripper style shorts. Experience . . . *now* . . . the high-quality tailoring and styling of Reliance apparel in these new color-pattern motifs . . . Yucatan Tones . . . yours to enjoy now at Reliance popular prices . . .



Shirts, shorts, pajamas in exclusive

YUCATAN TONES

Fresh, new color appeal...plus
proof fine quality need not
be expensive!



At Better Stores Everywhere

Reliance
SHIRTS PAJAMAS
SHORTS SPORTSWEAR
For Men and Boys

Reliance Manufacturing Co. • Chicago • New York





HANDLE WITH CARE

Buy wisely, eat sensibly, use every
crumb of precious bakery foods and . . .

you'll be double-lucky!

Lucky *once* because delicious bakery foods are mighty
good for you, as well as good to look at, good to eat.

(Made with flour, milk, eggs, sugar, shortening and
other nourishing ingredients, they supply many essen-
tial food elements themselves. And combine wonder-
fully well with other foods).

Lucky *twice* because enriched bread—the bakery food
you eat the most of—is *the best food value you can buy!*

(Penny for penny, no other food you eat with every
meal gives you as much protein *plus* food energy *plus*
thiamine *plus* iron).

So, even though you *handle food with care*, while the
world's food shortage lasts, you still are *double-lucky*
when you buy bakery foods. What's more, you have
more *leisure time* when your baker does your baking.
You can serve his products to your family secure in
your own mind that you're helping them to . . .

a good food—a good buy—a good way to help
make the most of the nation's food supply

Remember, the wheat that goes into *flour* goes *further*
when experienced bakers turn it into food—good food,
bread. When you buy a fresh loaf of bread, be sure to
eat every crumb. If any is left over use it as fillings for
fish and poultry, to stretch meats, as croutons for soups,
in puddings for dessert.



THE BAKERS OF AMERICA

. . . who do your baking for you with the same
high-quality ingredients you would use; bake fresh
daily with the same care you would take.

*It takes something that a baker makes
to make a meal complete...*

COMPLETELY SATISFYING!

COMPLETELY NOURISHING!



American Fashion Profiles

FOR SPRING...BY GOLD CROSS

Fashion's in a spring-elegant mood . . . and so are you in these so-pretty young Gold (Red) Cross Shoes. Gracious. Lady-like. Completely in harmony with the new look for spring. And every lovely style is Fit-Tested* to keep your step as young as spring, itself. See them. Discover why more smart women wear Gold (Red)

Cross Shoes than any other brand of fine footwear in the world. Illustrated, top to bottom—The Charm, The Adele, The Marquita.



GOLD

RED CROSS SHOES

AMERICA'S UNCHALLENGED SHOE VALUE

*Fit Tested means that before any new Gold Cross style is released, handmade originals are worn, walked in for weeks . . . checked, tested, fit-perfected.



The United States Shoe Corp., Cincinnati, O. Gold Cross Shoes are manufactured and distributed in England by Somervell Bros., Ltd., in Australia by "Gold Cross Shoes" Ltd., in South Africa by Eddels (S. A.), Ltd.



The Tragedy of **HAMLET**

by William Shakespeare

SCENES FROM THE OLIVIER FILM PRODUCTION

PHOTOGRAPHS FOR LIFE BY N. R. FARBMAN



POLONIUS BESTOWS SOME ADVICE ON HIS SON LAERTES

Polonius. Neither a borrower nor a lender be:
For loan oft loses both itself and friend. . . .
This above all; to thine own self be true,
And it must follow, as the night the day,
Thou canst not then be false to any man.

HAMLET CONTINUED

"... I COULD A TALE UNFOLD..."

CAST OF CHARACTERS

Hamlet, Prince of Denmark and son to the last king	Sir Laurence Olivier
Gertrude, Queen of Denmark and mother to Hamlet	Eileen Herlie
Claudius, King of Denmark and uncle to Hamlet	Basil Sydney
Polonius, the lord chamberlain	Felix Aylmer
Ophelia, daughter to Polonius	Jean Simmons
Laertes, son to Polonius	Terence Morgan
Horatio, friend to Hamlet	Norman Wooland

The Tragedy of Hamlet was first presented at the Globe Theatre in London in 1602. Written for a great and brawling age, it was rich with the ingredients of heroic drama—strident action, high-flown language, royal pageantry, a midnight ghost, a play within a play, a duel, a poisoned cup and eight tragic deaths. But richest of all was the character of Hamlet himself, in which Shakespeare created the greatest part ever written. This enigmatic prince of Denmark is a courageous man too civilized to plunge into the brutality of the world around him. He is constant in his desire to do the right thing but, in trying to do it, brings death to innocent and guilty alike and to himself.

For three centuries scholars have argued their interpretations of the true character of Hamlet, who does not easily give his secret self away. But actors have never been stopped by doubts. The foremost players of history—Betterton, Garrick, Booth, Irving, John Barrymore—have found Hamlet the most difficult and desirable conquest of all and the crowning glory of their careers.

Now the man whom many consider the best actor alive has brought *Hamlet* into the movies. In England, after a year's preparation and production, Sir Laurence Olivier, with the backing of J. Arthur Rank, has finished filming Shakespeare's tragedy. It will be shown in London next month and shortly after in the U.S. *Henry V*, which Olivier made in 1946, is the only film ever to do justice to the grandeur of Shakespeare. In *Hamlet* the combination of a dramatic masterpiece and a great actor at his peak is certain to be one of this year's artistic events. The film is the most spectacular *Hamlet* ever produced. In these pictures, made during production, LIFE takes advantage of this pictorial magnificence to tell the story of *Hamlet*.

At the play's beginning (*preceding page*) Hamlet encounters the ghost of his royal father on the battlements of Elsinore Castle. The ghost unfolds a story of "murder most foul": that he was killed by his brother Claudius, who then assumed the throne and married Hamlet's widowed mother. Ordered by the ghost to seek revenge, Hamlet is seized by—or feigns—a fit of madness during which he maltreats his sweetheart Ophelia. Racked by his indecision, he thinks suicide may be the solution to his problems and, expressing his doubts in a soliloquy (*p. 121*), speaks the most famous single passage in all English literature.



POLONIUS TELLS KING AND QUEEN THAT HAMLET IS MAD

Polonius. Therefore, since brevity is the soul of wit
 . . . I will be brief. Your noble son is mad. . . .
 That he is mad, 'tis true: 'tis true 'tis pity,
 And pity 'tis 'tis true. . . .
 Mad let us grant him then. . . .



HAMLET, PRETENDING HE IS MAD, SPEAKS TO POLONIUS

Polonius. Do you know me, my lord?
Hamlet. Excellent well; you are a fishmonger.
Polonius. What do you read, my lord?
Hamlet. Words, words, words.
Polonius (aside). . . . Madness, yet there is method in 't.



THE UNHAPPY PRINCE APPROACHES HIS BELOVED OPHELIA

Hamlet. I did love you once.
Ophelia. Indeed, my lord, you made me believe so.
Hamlet. You should not have believed me. . . . I loved
 you not. . . . Get thee to a nunnery: why wouldst thou
 be a breeder of sinners? . . . Go thy ways to a nunnery.



HE ANGRILY DISAVOWS HER AND THRUSTS HER FROM HIM

Hamlet. . . . I'll give thee this plague for thy dowry:
 . . . If thou wilt needs marry, marry a fool; for wise
 men know well enough what monsters you make of
 them. To a nunnery, go. . . . Farewell.
Ophelia. O, what a noble mind is here o'erthrown!



THE GREAT SOLILOQUY



Hamlet. To be, or not to be: that is the question:
Whether 'tis nobler in the mind to suffer
The slings and arrows of outrageous fortune,
Or to take arms against a sea of troubles,
And by opposing end them. To die: to sleep;
No more; and by a sleep to say we end
The heart-ache, and the thousand natural shocks
That flesh is heir to, 'tis a consummation
Devoutly to be wish'd. To die, to sleep;
To sleep: perchance to dream: aye, there's the rub;
For in that sleep of death what dreams may come,
When we have shuffled off this mortal coil,
Must give us pause: there's the respect
That makes calamity of so long life;
For who would bear the whips and scorns of time,
The oppressor's wrong, the proud man's contumely,
The pangs of despised love, the law's delay,
The insolence of office, and the spurns
That patient merit of the unworthy takes,
When he himself might his quietus make
With a bare bodkin? who would fardels bear,
To grunt and sweat under a weary life,
But that the dread of something after death,
The undiscover'd country from whose bourn
No traveler returns, puzzles the will,
And makes us rather bear those ills we have
Than fly to others that we know not of?
Thus conscience does make cowards of us all,
And thus the native hue of resolution
Is sicklied o'er with the pale cast of thought,
And enterprises of great pitch and moment
With this regard their currents turn awry
And lose the name of action.

Soft you now!

The fair Ophelia! Nymph, in thy orisons
Be all my sins remember'd.





HAMLET SEES THE KING BETRAY HIS GUILT

"...THE PLAY'S THE THING..."

"The time is out of joint," complains Hamlet. "O cursed spite, that ever I was born to set it right!" No longer irresolute, he hires a troupe of actors to present a play in the palace re-enacting the ghost's story of the murder. If Claudius, watching the play, is disturbed, it will be proof of his guilt. "The play's the thing," says Hamlet, "wherein I'll catch the conscience of the king." The actors perform (*below*) and before they have finished, Claudius, frightened and upset, rises and leaves the assemblage. Hamlet follows swiftly, only to find the murderer at prayer. His conscience keeps him from killing Claudius then and there.



IN PLAY a covetous subject pours poison into the ear of the sleeping king.



QUEEN MOURNS husband's death, as Hamlet's mother briefly mourned.



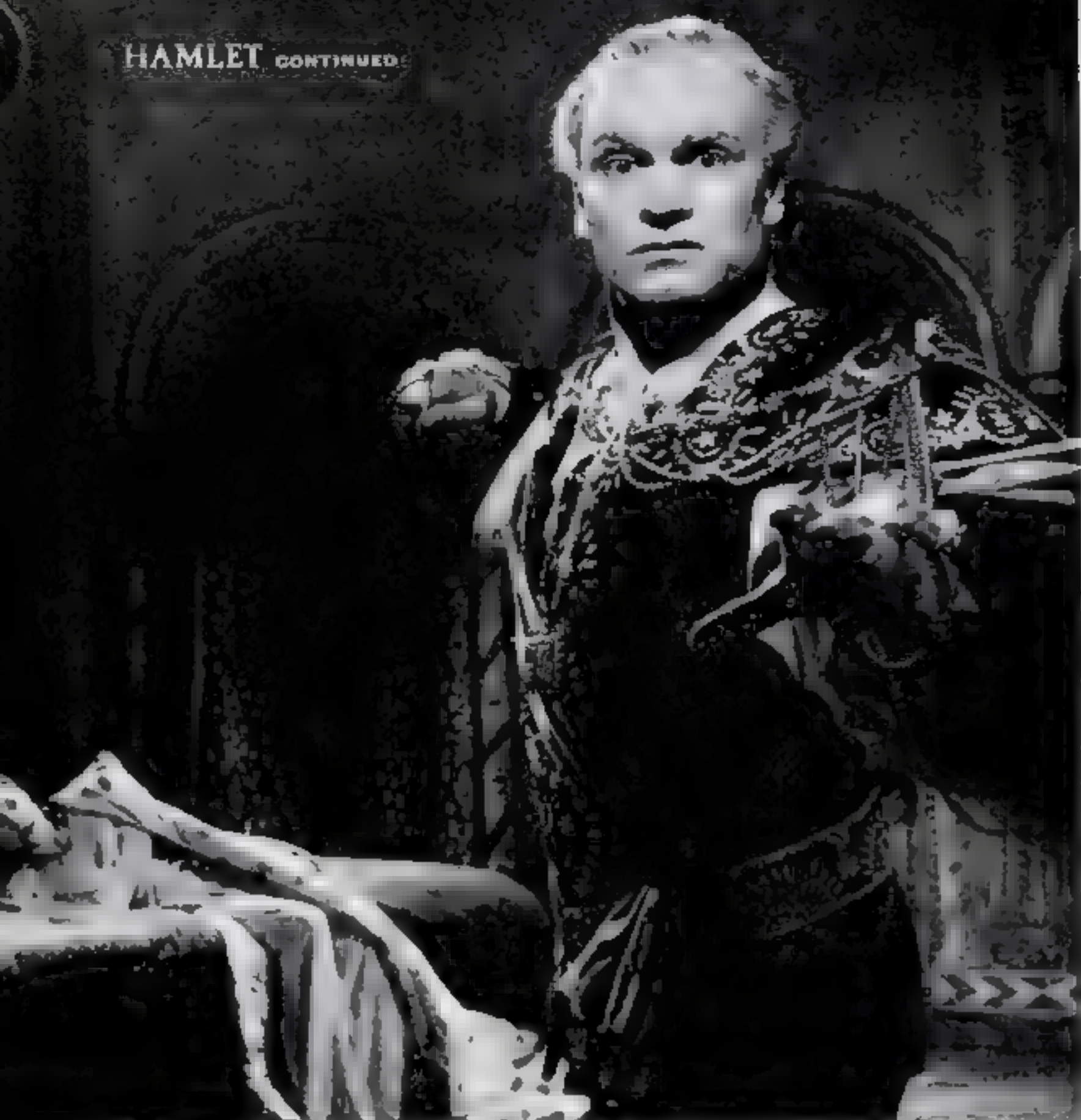
POISONER WOOS the widow while king's body is borne away by servants.



HE WINS HER, just as the usurping Claudius dazzled the widowed Gertrude.

← **WATCHING THE PLAY** Hamlet has arranged, the king and queen sit side by side (*foreground*). The prince, sprawled by Ophelia (*left*), observes king's reactions.

HAMLET CONTINUED



HAMLET SUDDENLY TURNS TO STAB THROUGH A CURTAIN

Hamlet. How now! a rat? Dead, for a ducat, dead!
... Thou wretched, rash, intruding fool, farewell!
(to the queen) Leave wringing of your hands:
 peace! sit you down,
And let me wring your heart: for so I shall,
If it be made of penetrable stuff. . . .

DRAWING CURTAIN, HAMLET DISCOVERS POLONIUS DEAD



IN AN OUTBURST OF RAGE HAMLET BERATES THE QUEEN.

“FRAILTY, THY

Anger and anguish send gusts of passion through Hamlet when he confronts his mother in her bedroom. She scolds him for offending Claudius with the play but he replies with such scorn and violence that she fearfully calls for help. Polonius, spying on the prince from behind a curtain, answers. Hamlet, thinking it is the king, thrusts his dagger through the curtain. When he discovers Polonius lying dead he is



"AND—WOULD IT WERE NOT SO!—YOU ARE MY MOTHER"

NAME IS WOMAN"

unmoved. Cursing the old man for a meddler, he turns back to berate his mother, showing her a picture of her dead husband and comparing his noble nature with the base Claudius. With the queen in tears and Hamlet flogging her with frenzied words, the ghost reappears and grimly reminds the prince that his all-important purpose is to wreak vengeance on the murderer Claudius. As for the queen, he says, "Leave her to heaven."



HE SHOWS THE QUEEN PICTURES OF HER TWO HUSBANDS

*Hamlet. . . . Confess yourself to heaven;
Repent what's past, avoid what is to come. . . .*

Queen. O Hamlet, thou hast cleft my heart in twain.

Hamlet. O, throw away the worser part of it. . . .

I must be cruel, only to be kind:

Thus bad begins and worse remains behind.

THE PRINCE DRAGS OUT THE LIFELESS BODY OF POLONIUS



CONTINUED ON NEXT PAGE

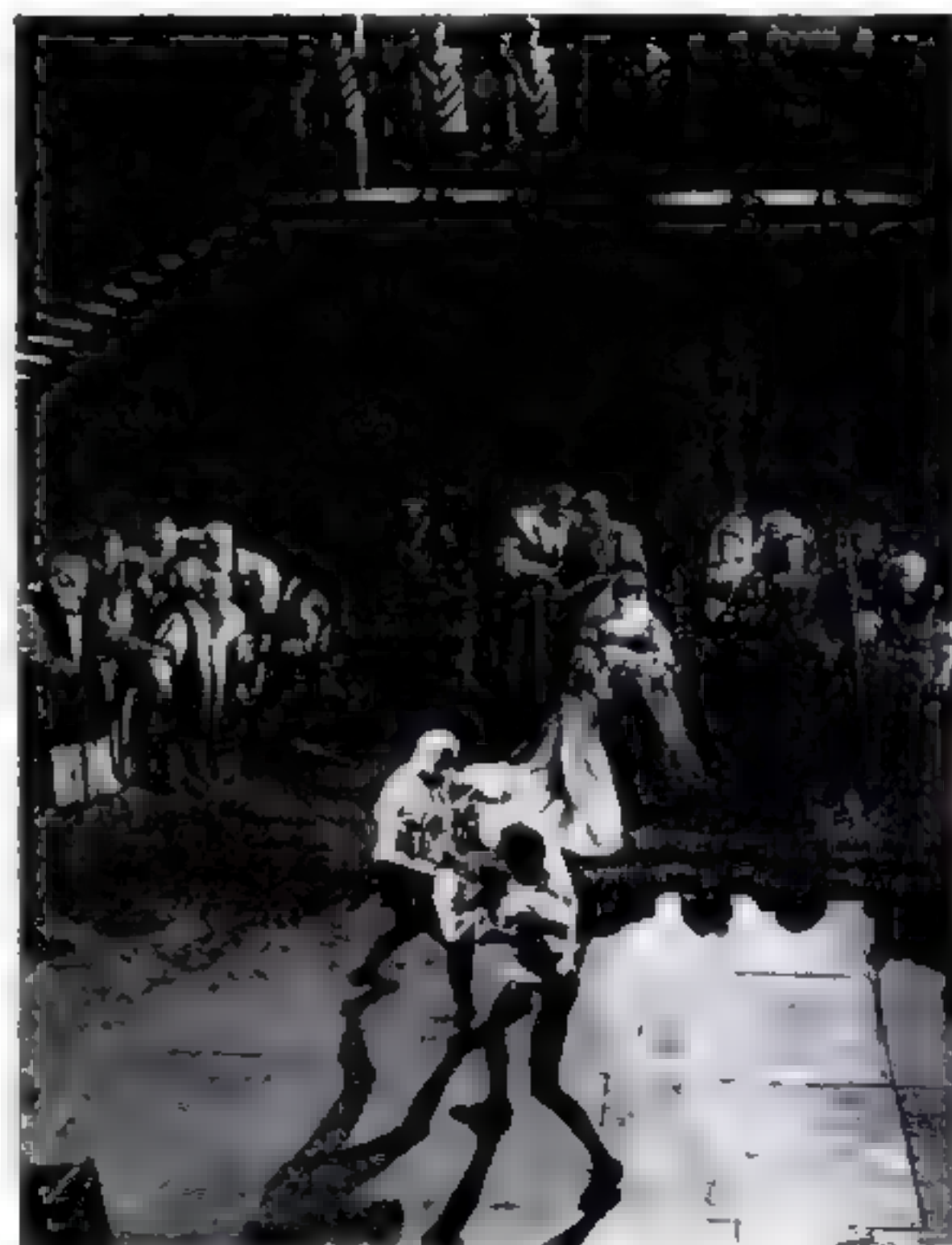


"GOOD NIGHT, SWEET PRINCE"

In a doom-cloaked atmosphere of madness, suicide, treachery and murder *Hamlet* reaches its climax. Ophelia, already distracted by Hamlet's brutality, is driven insane by the death of Polonius and drowns herself. Her brother Laertes, hating Hamlet, conspires with the frightened Claudius to challenge the prince to a friendly fencing match and kill him with a secretly poisoned sword. To make the prince's death doubly sure the king also prepares a poisoned drink for Hamlet.

As the duel begins Hamlet's mother toasts her son with the poisoned drink and falls dead. The prince is wounded with the poisoned sword. In a scuffle he exchanges swords with Laertes and kills him. Then he turns and stabs the king. With the queen and Laertes dead at his feet, Hamlet stands (*opposite*) for a brief moment of triumph before the bowing courtiers and then—muttering "The rest is silence"—dies. With one ringing burst of heroic poetry, his friend Horatio pronounces Hamlet's epitaph, "Now cracks a noble heart. Good night, sweet prince, and flights of angels sing thee to thy rest!"

The subtlety of its characters and the strength of plot in themselves make *Hamlet* a tremendous drama. But what makes it a work of genius, both overpowering and comprehensible, is its matchless poetry. Along with the King James Bible, *Hamlet* has passed into the language so completely that millions of people who have neither seen nor read the play unknowingly repeat fragments of its stirring lines in everyday conversation to describe their own situations and emotions. When sentiments written by an Elizabethan genius to be spoken by medieval Danes still ring true to people of the 20th Century, there is proof that, though the condition of man is always changing, men themselves do not change much. This is the lesson taught by great poetry and an explanation for the fact that it, most of all among human creations, remains endlessly lustrous and alive.



FENCING MATCH between Hamlet and Laertes before the king and queen ends in disaster when the two duelists kill each other.

← **OPHELIA WANDERS IN HER MADNESS**



STANDING OVER THE BODIES OF THE QUEEN
AND LAERTES, THE WOUNDED HAMLET MUTTERS.
“THE REST IS SILENCE”—AND FALLS DEAD

FOUR MARAUDERS



FAMOUS PHOTOGRAPH of four wary jungle fighters on patrol in Burma appeared in *LIFE* in June 1944. Because it summed up the determination of U. S. soldiers fighting

all over the world, it was recognized as one of the great pictures of the war. The men are (left to right) Kenneth Brattlof, Anthony Callisto, Sidney Block and Harry Bratton.

Worry over jobs and housing replaces problems of jungle

by PAUL E. DEUTSCHMAN

THE date was April 30, 1944. The patrol from the Green Combat Team, 5,307th Composite Unit (Provisional)—more popularly known as Merrill's Marauders—had been bivouacking about 25 miles behind Japanese lines in northern Burma when the order came to start moving. The men dropped everything. Some had been shaving in muddy water, others bathing or cleaning their guns or writing letters which had little chance of being mailed for some time to come. The men were in the middle of a dangerous, four-month, thousand-mile journey to link up the Ledo Road with the old Burma Road to China. As they started down the dense, bamboo-thick trail to carry out a reconnaissance mission against a place called Senjo Ga, LIFE's photographer, Bernard Hoffman, took a picture of the first four men in the file.

The picture (opposite) appeared in LIFE and was later reprinted in newspapers throughout the U.S. It was a crucial time in the war and these men were part of the tide that was about to turn. In the minds of many people at home the photograph came to symbolize the weary, inching, jungle-rotten struggle in far-off places.

Recently I went to visit these four men to find out what happened to them. The fearless-looking lieutenant in the lead is Kenneth Brattlof, who now lives in Cloquet, Minn. The intense, wary-eyed jungle fighter behind him is Anthony Callisto of Solvay, N.Y. The third man is Sidney Block of Philadelphia, Pa. The fourth man is also a Philadelphian, Harry Brabazon.

Brabazon, now 31, lives in a district of markets and wholesale houses, spotted everywhere with rotting vegetables and fruits and reeking with the dirty salt smell of the nearby waterfront. No. 814, which I had as his address, is a grimy frame house, its sides gray with dirt. To its right, along an alley choked with open garbage cans, are five furtive little houses. The first house was Brabazon's.

Harry Brabazon, 5 feet 7½ inches, a solid 160 pounds, dressed in soiled Army suntans, his hair reddish-blond, his nose high-bridged, was drinking beer with two of his brothers.

"What does your magazine want from Harry?" demanded his brother Jim, a beefy guy of about 28.

"I'm a hero," Harry said. "I told you, didn't I?" He had just come in himself a few moments before.

The room was very dark. There was a single window opening on the alleyway, but its panes were broken and a kind of black sheeting kept out the wind and rain. Brabazon tried to excuse the appearance of the house.

"My wife went to her mother's last night when I didn't get home."

Jim laughed. "Harry works nights. He's a stevedore, like us."

"I may as well tell you," Harry confessed, "I ain't been home three nights. Can't blame the kid for not sticking around." He

CONTINUED ON NEXT PAGE



AS PRIZED SOUVENIR the photograph is carefully preserved by Callisto (above) and the three other men.

THE NATION 1943
Gray
 SHIRTS • SPORTWEAR • PAJAMAS

WHITEHALL

WHITE BROADCLOTH SHIRT
 with the 'LOCKED-IN' LUSTRE
 of Imported Egyptian Cotton

60% stronger by test* than shirts at the same
 and even higher prices. The natural, lasting
 lustre of Egyptian cotton makes the
 fabric richer. Demand value...
 demand Jayson Whitehall. \$3.95

*U. S. Testing Co., Inc., Tensile Strength Test # 90856

Eastertime highlights
fashion creations,
With Blue Swan styles
as the "under" sensations!



UNDIES
SLIPS
COWNS

DIVISION OF MCKAY PRODUCTS CORP. • EMPIRE STATE BUILDING, NEW YORK, N. Y.

Style arch

... puts spring in
your step with the new
Pillo-Tred sole



Let your Style Arch dealer show you how the wonderfully buoyant Pillo-Tred sole gives you that light-footed, light-hearted look. As a shoe expert he knows that these comfortable shoes fit beautifully at heels, arches, toes — are flatteringly smart, so inexpensive too!

Reg. U. S. Pat. Off.



Must styles

\$6⁹⁵ to \$7.95

(slightly higher Deaver west)

AAA to EEE in sizes 3½ to 11

Write for name of nearest dealer

ROTH, RAUH & HECKEL, INC., DEPT. 2A, RIPLEY, OHIO



HARRY BRABAZON had to fight against a slum environment and a taste for liquor when he returned to Philadelphia to work as a longshoreman. His

FOUR MARAUDERS CONTINUED

walked over to the gas stove in the corner. There was a frying pan full of cold fried meat. "Gosh," he said, touched. "She even had a hot supper waitin' for me one night. Chili con carne."

Then he settled down to talk. "I met Betty on a 10-day pass in December 1945 after I'd been back from overseas a year. She was only 17 and had just quit school to go to work for a drug company. She was a friend of John's wife." He nodded toward his older brother, who had found an accordion and was trying to squeeze out a tune.

"We got married in August 1946, after I'd been out six months. We couldn't afford a honeymoon. Just had a reception at my brother Charlie's house. I had nine brothers and five sisters, but one of each is dead. My mother's dead too. She was Dutch—brought up as Protestant. My old man's Irish. He's still alive, lives with my brother Mike. Brabazon—ain't that a helluva name for an Irishman! It's Spanish. I guess lots of Irish got Spanish names."

"When I got back from overseas I spent my 21-day furlough working as a stevedore. After the furlough I went AWOL for a couple of weeks to keep working."

"I wanted to work along the shore when I got out too, but the union wouldn't take in new members, even vets. It's the same old jump-around. You try to do something but you never get a break. Before the war I was a truck driver, but I lost out on account of drinking. Made 40 bucks a week—50 most weeks, with overtime. But I never saved a cent. Used to bank my dough in saloons."

"When I got out I had exactly \$149 to my name the Army gave me. I got myself a temporary work card and started hanging around the teamsters' union hall, pickin' up odd jobs—mostly hauling beer. I can lift 350 pounds off the ground and it wasn't hard getting jobs but, hell, most of them paid only 30 bucks a week! The 52-20 Club's better'n that!"

Had he taken any veterans' unemployment checks?

"Sure! Twenty-seven so far. I'll be running out soon, huh? After driving a truck awhile I started hanging around stevedore-hires again. You can make good dough, \$1.75 an hour. But you can't tell from one day to the next if you'll be working. Last week I made \$74. My average is about \$66."

"Someday I'm gonna buy a home, not live in a dump like this. I'm gonna save enough dough to put down a down payment and buy me a house through the Veterans Administration."

"You better figure first on some way of getting Betty back from her mother's," John advised, laying down his accordion.

"My wife don't like the guys coming around here drinking. We have to soft-pedal it when she's around. I tell you, she's too good for me."



19-year-old wife Betty (right) recently went home to her mother, did not go back to Harry until he pulled himself together, found a decent place to live.

He picked up the photograph, which I had brought along. "They were a great outfit," he said thoughtfully.

I asked him if he ever saw Block (the man in front of him in the photograph), who also lives in Philadelphia.

"None of the guys in the picture were good friends of mine. We just happened to be together when your boy, Hoffman, came around."

You might expect a great spirit of camaraderie to have been carried over into civilian life among the Four Marauders because they had appeared together in a famous war photograph. Actually the opposite is true. They do not write to one another, have never once thought of holding a reunion, and each of them is singularly uninterested in what the others are doing as civilians. They behave, in fact, as if the war had ended several centuries ago.

Since my first meeting with Brabazon things have begun to look up. He and his 19-year-old wife Betty have moved to a neat two-room apartment at 308 Porter St. This move came as a direct result of Betty's determination to get away from the unhealthy atmosphere and environment of the dreary waterfront slum and settle in a respectable neighborhood.

Block sells shoes

SIDNEY BLOCK, now 24, 6 feet tall, 143 pounds, with a thin bony face and dark curly hair is the only one of the Four Marauders whose employer and fellow employees do not know, at least vaguely, that they have some kind of war hero in their midst.

When I saw Block he was in bed with the mumps, a child's disease that embarrassed him somewhat because, although the youngest of the Four Marauders, he has perhaps a greater sense of responsibility than the others. He has a larger family (a wife, Betty, 24, and two sons, Sidney Jr., 22 months, and David, 8 months). Moreover he has had to look after himself since he was 14 and this, coupled with the fact that he went to war at 18, has made him serious about everything—except the way he met Betty.

"That was funny," he said. "I was assigned to Edgewood Arsenal in Maryland after I got back to the States. I had malaria 8 or 10 times, and every time they threw me into the station hospital. Betty was a Wac, a corporal lab technician. She made blood tests. The first time I saw her, she walked up, jabbed a needle into my finger and sucked my blood into a tube.

"One thing led to another and we were married Dec. 31, 1945 at her home in Rutledge, near Swarthmore. She's Presbyterian. I'm Jewish. Her home-town minister married us. I had been out of the Army since July but they wouldn't let her out. Lab technicians were 'essential' they said."

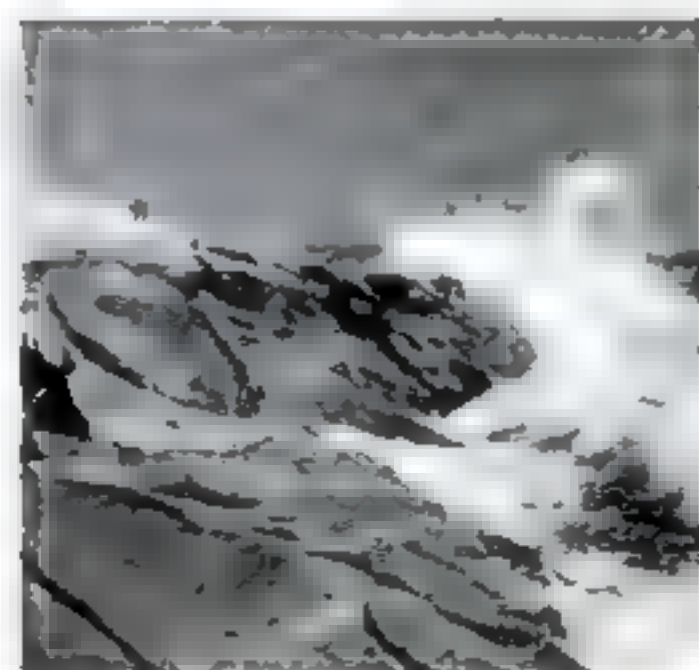
"It was quite a marriage," Betty, an attractive, buxom girl, put

CONTINUED ON NEXT PAGE

PLAY — LOAF — EXPLORE in beautiful CANADA



Relax at some casually smart resort, with nature setting a scenic backdrop for your vacation fun.



Travel through picture-book country. Visit historic places, cities with a fresh "foreign" flavour.

NATURE is always near in Canada. Here are a million square miles of natural playground—mountain and woodland, lakes and streams and sandy shore. See all you can of it this summer...then come back next year and see some more! You'll always be welcome in Canada, where you're never a stranger, always a guest. For information on your best vacation ever, write:

Canadian Government Travel Bureau,
Department of Trade and Commerce,
Ottawa, Canada.

Rt. Hon. C. D. HOWE D. LEO DOLAN
Minister Director

NO PASSPORT NEEDED

CANADIAN GOVERNMENT TRAVEL BUREAU
OTTAWA CANADA

Please send me your illustrated book,
"Canada, Vacations Unlimited"—(Please Print)

Name _____

Street and No. _____

Town _____ State _____

A-413



DOES LOTS MORE THAN KEEP HAIR *Looking Handsome*



*READ WHY IT'S PREFERRED
AMONG AMERICA'S
TOP EXECUTIVES...*

Buy a hairdressing that gives you your money's worth. Enjoy the EXTRA BENEFITS of Kreml. This highly specialized hair tonic keeps hair so perfectly groomed—always looking as if you just combed it. But Kreml does lots more!



**Never Gives Hair That
Cheap Greasy Look
No Grease Comes Off**

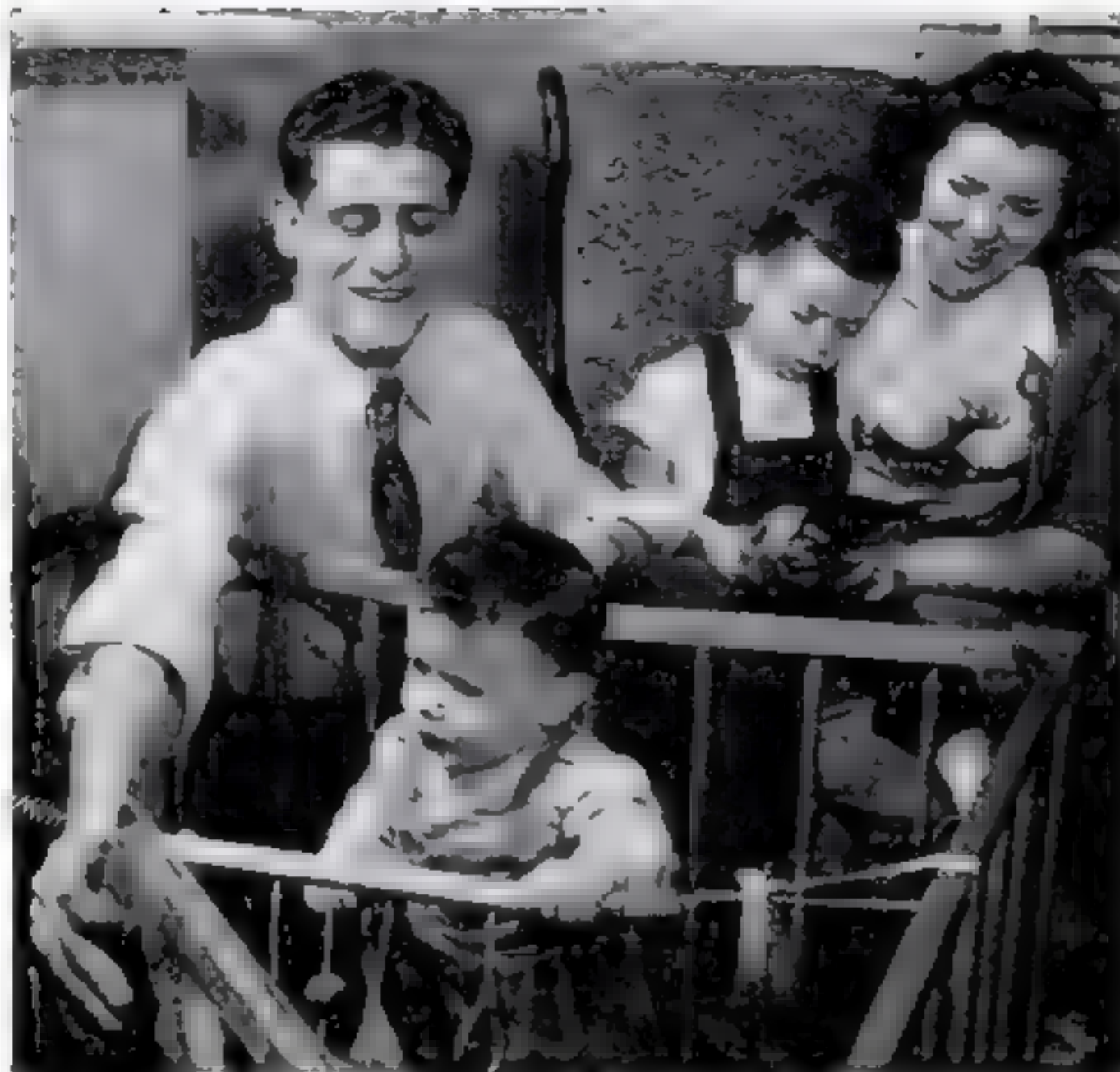
Kreml never leaves hair feeling dirty or full of grease. It gives hair such a clean-cut, healthy-look.

**Annoyed By Dry Scalp?
Dandruff Flakes?**

Kreml is great to lubricate a dry scalp, make dry hair feel softer. It also removes dandruff flakes and leaves scalp feeling so alive. Use Kreml Hair Tonic daily for perfectly groomed hair and a more 'hygienic' scalp.

**KREML
HAIR TONIC**

A product of R. B. Seator, Inc.



SIDNEY BLOCK of Philadelphia married his wife Betty after his discharge but while she was still in the WAC. He is now assistant manager of a shoe store.

FOUR MARAUDERS CONTINUED

in. "Every Saturday afternoon I'd get a weekend pass and rush over to Philly, where Sid was staying with his aunt. Finally I got out in February because of Sidney Jr., who was going to be born in August. We lived with an aunt of mine in Swarthmore, right across from the college."

Block let his wife rearrange his pillow. "After two months we moved to town," he said. "We had three rooms and what they called a 'semiprivate bath.' Ten people used it. Then we heard that a three-room apartment was supposed to have a private bath. But the landlord wouldn't give us one. We set the Board of Health on his tail. That made him mad and he tried to get us out of our third room by fooling around with the gas—turning it on and off. Once it made the baby so groggy we swore out a warrant for his arrest."

"Finally we found this house near Germantown Road. It has five rooms and cost only \$3,000. We had \$600 saved up and \$1,000 in bonds and an aunt of Betty's loaned us the rest. Another aunt of hers died and we got her rugs, vacuum cleaner and refrigerator. This may not be exactly what we want, but it's a roof over our heads in case of a depression and if we find anything better, we can sell it. My old job? No, I didn't touch my old job. It was with Howard Clothes, making vests in their factory. I wanted something more healthful. I have a 50% disability from all that malaria."

"My first job was temporary—three weeks at Gimbel Brothers selling sportswear. Then I heard Thom McAn down the street needed a shoe salesman. I started there September 1945 as third salesman at \$34 a week plus commission. I still do some selling, but now I'm assistant manager. I've had a couple of raises and make at least \$50 a week. I like selling, meeting the public. Once I got an infected hand from a lady's dirty foot, but that's part of the game. I'd give my right arm to be able to go to school and study business administration. I had to quit Overbrook High after only three months when I was a kid. No, I haven't joined the 52-20 Club—not yet. I thought about joining a veterans' organization—but I always had too much else to do. Betty doesn't go for that stuff, though."

"I had enough of the Army," Betty said.

"If I ever got into the Army again," Sidney Block said, "I'd want the same guys on the right and left of me. You can't beat the Marauders for an outfit."

Callisto wants a house

The most ex-GIs Anthony Callisto, 25, the man in front of Block in the photograph, is an easily recognizable type. He is the kid who did his growing-up in the Army.

If not for the war Callisto would be swinging around corners in his home town of Solvay, N.Y. (pop. 8,201, near Syracuse) in an old Ford, decorated with witty high-school sayings. Instead he showed his adolescence in other ways—by getting mixed up with a girl in Trinidad and going AWOL for three weeks, by volunteering

ZIPPO- THEY WORK



Your favorite sports design engraved on a ZIPPO Lighter—brush finish \$3.25

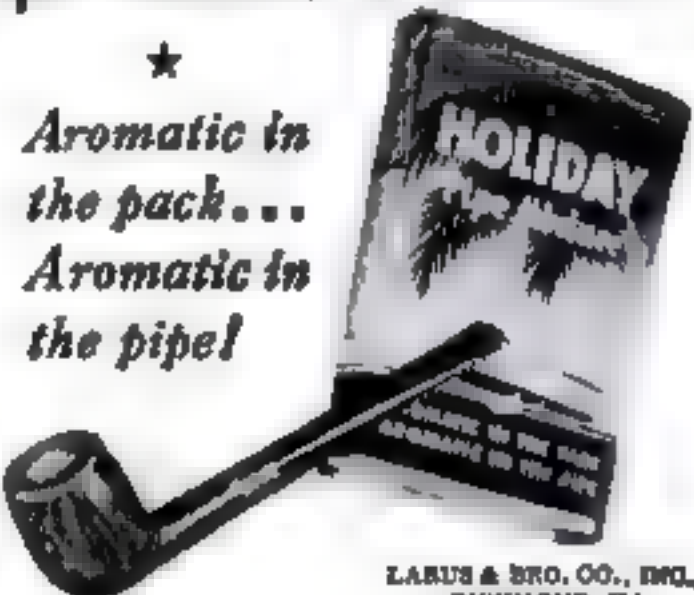
Initials or signature on reverse side \$1 extra
At your dealer

ZIPPO MFG. CO., DEPT. 2, Bradford, Pa.

ZIPPO Windproof LIGHTER

HOLIDAY

The most talked about
Pipe Mixture in America



LABUS & BRO. CO., INC.,
RICHMOND, VA.

A MASTERPIECE OF PRECISION



**La Cross
Cuticle Scissors**—
fine needle-point
blades nip tiniest
corners easily, cleanly.
At leading stores, \$2.50

La Cross

SCHNEIDER'S PENS CORPORATION 890 FIFTH AVENUE NEW YORK 20

HIGH DRY-Q

Warren's
BABY PANTS
MADE OF
Koroseal
PLENNE MATERIAL

40% & WATERPROOF • WASHABLE
LIGHTWEIGHT • NON-IRRITATING • SOFT

Get FREE informative booklet, "Properly Dressing Your Baby," with Dept. 101

THE WARREN FATHERSONE CO., THREE GARD. BLDG.
11 W. 42nd St. N.Y.C.

Big Guy??

We've got you in mind! Clothing and furnishings for LARGE MEN is now specialty! Sizes 44 to 66! We fit extra tall fellows, too! Shirts sizes to 21, slacks to 37. PAJAMAS, UNDERWEAR, ROBES, SLACKS, SWEATERS, SPORT COATS, SUITS, TOPCOATS and RAINCOATS! SEND for our FREE Catalog "L" IMPERIAL WEAR 513 Avenue of the Americas N.Y. 11, N.Y.

CONTINUED ON PAGE 135



Cocoon

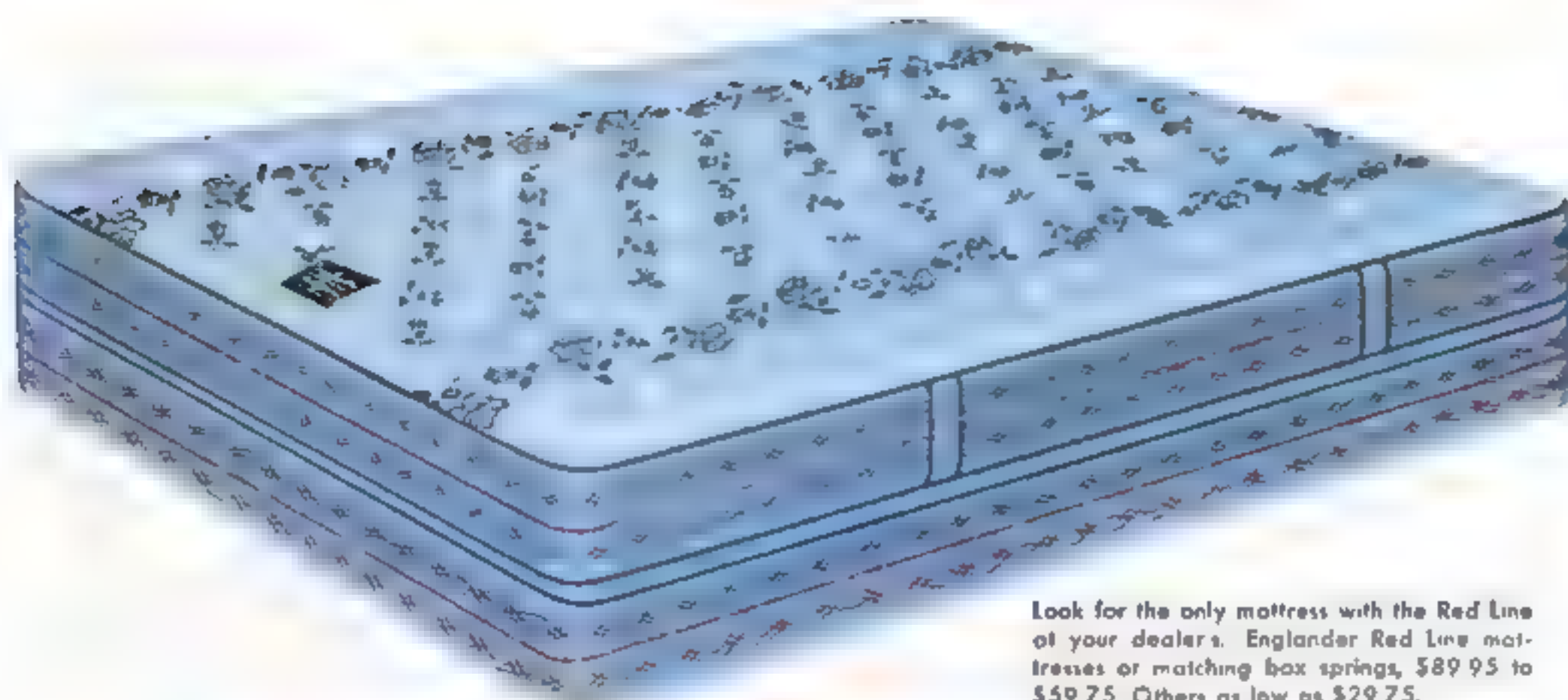
She gets all wrapped up in her sleep as soon as she relaxes on the Englander's double-layer springs.



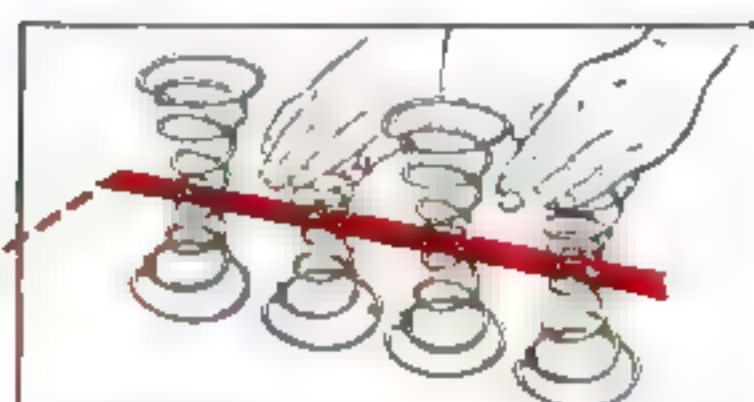
Spread Eagle

He covers as much space as possible, finds every inch of the Englander gives gentle, responsive support.

For the first time: complete comfort for every kind of sleeper



Look for the only mattress with the Red Line at your dealers. Englander Red Line mattresses or matching box springs, \$89.95 to \$59.75. Others as low as \$29.75.



1. Upper layer fits your body
2. Lower layer fits your weight

This is not just a new mattress—it is the greatest improvement in mattress construction in 50 years.

Every sleeper needs two kinds of sleep support—one for the body, one for the weight.

Now the Englander Red Line Mattress gives you two layers of springs, not tied together at top or bottom by wire or sacks, but joined at the center by a flexible ribbon of steel. An entirely new and revolutionary principle of mattress construction—exclusive with Englander.

No matter how you sleep, the upper layer cradles your body; no matter how much you weigh, the lower layer supports that weight.

And if two are sleeping, this free-floating spring action prevents roll-to-the-middle on account of the extra weight of either.

See Englander at fine department or furniture stores—the only mattress with the Red Line.



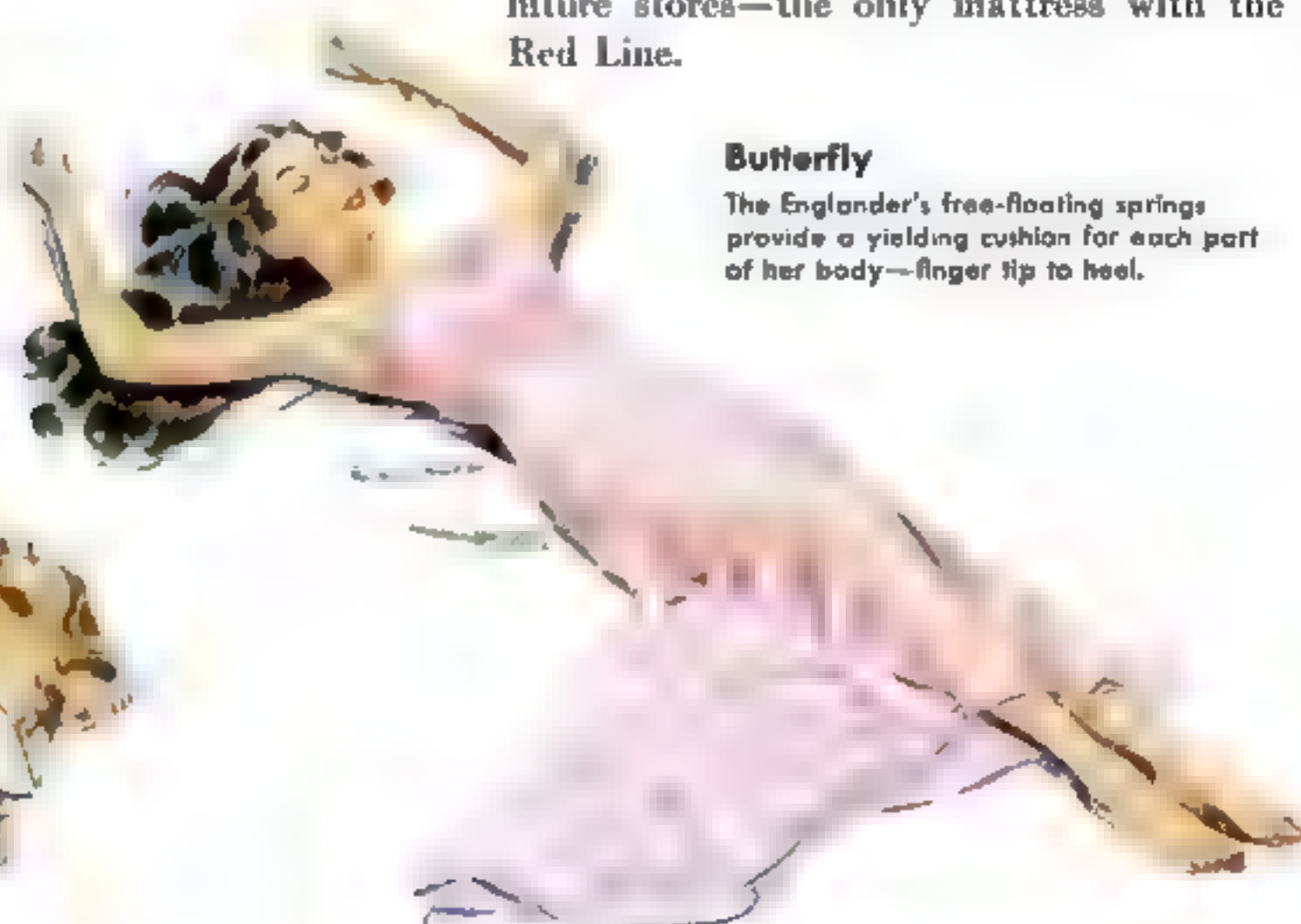
Halfback

No matter how hard he shoulders his way in, the Englander's upper layer treats him gently, lower layer gives cushioning support.



Bird Dog

On the deep slumber trail, and very nice going on the Englander.



Butterfly

The Englander's free-floating springs provide a yielding cushion for each part of her body—finger tip to heel.

NATIONAL SLEEP SHOW
MARCH 1 TO MARCH 20
See your department or furniture store
for the latest in sleep equipment.



Roblee Division
Brown Shoe Company, St. Louis

Come and get 'em—wing tips, plain tips, easy-going casuals; triple soles, Scotch grains and moccasins. All Roblees, all new spring styles, all "rounded up" for easy pickin'. Pick your pairs at your Roblee dealer's during Roblee Roundup time. Roblees are priced...

8⁹⁵ to 13⁹⁵
Some styles higher



ANTHONY CALLISTO (seated, left) and his wife Edith (right) are living with his mother and other relatives until they can build a house of their own.

FOUR MARAUDERS CONTINUED

for the Marauders and by being completely fearless under enemy fire in Burma.

When he left Solvay people remembered him as a shy kid. The next time they saw him, after his return from overseas, he was skidding by on a fast motorcycle, whistling at the girls.

"I was stationed in New Jersey," he said. "Boy, did the girls like that motorcycle! I played the New York-Philadelphia-Trenton circuit, mostly. I had four accidents, just little ones."

When he came back to Solvay for good, in October 1945, he used his \$900 savings to buy a '38 Studebaker. One night a drunk stepped out in front of him and got hit. People decided that the Army had made Cal wild.

Everybody was very conscious of "war nerves" in those days. They felt Callisto had every right to have them—"after what he had been through in the Marauders"—and they looked carefully for telltale signs.

Once he overheard a strange woman boasting about her son's war record. He went up to her and said, "You better keep quiet about war records. I was in Merrill's Marauders!" Another time, at a party in Corning, his stepfather noticed Cal was sitting on a couch between two girls, not saying a word, and he made a harmless remark. Cal started to cry.

He was very unhappy—about having no friends, about his jobs and about his stomach "going weak because of Army chow"—when he met Edith Delperuto, 20, a tall, pretty, dark-haired girl. The neighbors—largely Italian-Americans like the Callistos and Delperutos—feel that Edith is responsible for straightening the war kinks out of Cal's system.

One night as Cal, Edith and I were sitting in the Spot Grill, an old hangout of Cal's, he said, "Edith changed my mind about a lot of things. On June 22, 1946, her birthday, I gave her an engagement ring I had bought in New York before getting out of the Army. I bought it for \$120. Figured it might come in handy someday."

Cal was driving a cab and Edith was working in the Unit Control Office at Witherill's department store in Syracuse. She said something about going to work in a factory because it paid better, but Cal wouldn't hear of it. "What? And lower her standards after working in an office! I'd break her head!"

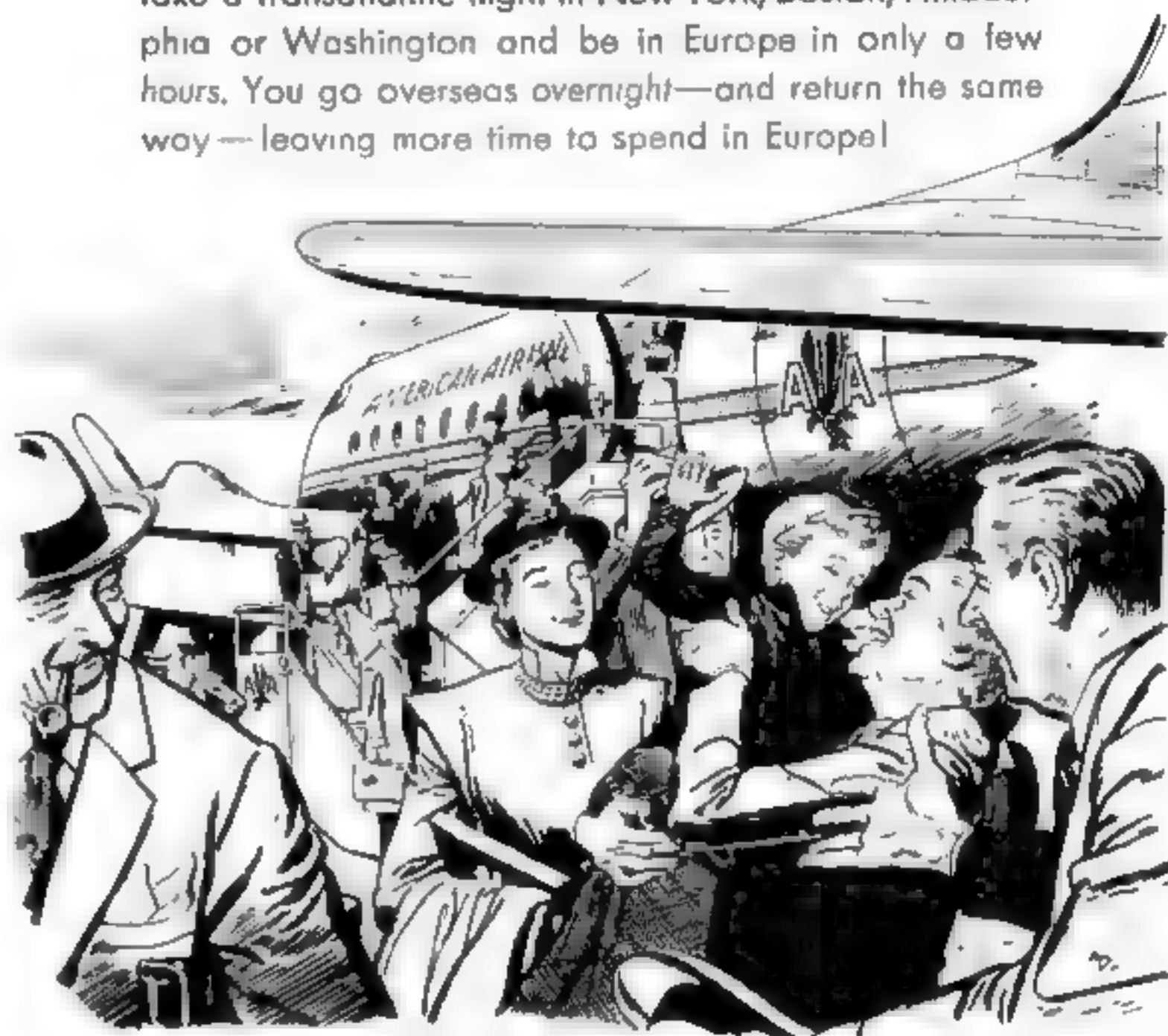
A month later, in May 1947, both of them went to work for the Onondaga Pottery Company in Syracuse—Edith as a paster and decorator, and Cal as a kiln operator averaging \$55 to \$60 a week. Since their marriage Edith has gone back to office work in the Syracuse Trust Company.

"I'm feeling a lot better now," he said. "My health was always

CONTINUED ON NEXT PAGE

NOW YOU CAN VISIT *Friends and Relatives* IN EUROPE!

It's so easy to go abroad by American Flagship! You can take a transatlantic flight in New York, Boston, Philadelphia or Washington and be in Europe in only a few hours. You go overseas overnight—and return the same way—leaving more time to spend in Europe!



Check these important advantages of going to Europe by Flagship!

- ✓ **Time-saving.** Swift, 4-engine Flagships take you overseas overnight — save you at least a week of travel time on a round trip. It's the modern way to travel!
- ✓ **Economical.** No tips, no extras, no tax on fares. Enjoy guest meals and cocktails.
- ✓ **Dependable.** You travel in the finest 4-engine planes, manned by skilled crews. American has the experience of more than 15,000 transatlantic flights.
- ✓ **Convenient.** You can leave from any of the 77 cities on American's domestic routes and go American all the way to your inland destination.
- ✓ **Comfortable.** You travel at the comfort level, "above the weather" . . . in soft seats . . . with plenty of room.
- ✓ **Democratic.** Everyone pays the same fare and gets the same superior accommodations and service.
- ✓ **Frequent.** Fifteen transatlantic flights every week. You can plan your crossings to suit your convenience.
- ✓ **Easy.** Any American Airlines office or authorized travel agent can handle your reservation request...for next week or next year.

BETTER BY AIR BEST BY AMERICAN! Flagships serve Amsterdam, Berlin, Copenhagen, Frankfurt-am-Main, Glasgow, Helsinki, London, Oslo, Reykjavik, Shannon and Stockholm — with direct connections to all other important European points.

AMERICAN OVERSEAS AIRLINES
AMERICAN AIRLINES, INC. AMERICAN OVERSEAS AIRLINES, INC.



You can't make a genuine
Manhattan
without

ANGOSTURA BITTERS

For each Manhattan use a dash or two of Angostura bitters, $\frac{2}{3}$ whiskey, $\frac{1}{2}$ sweet vermouth. Put ingredients in a mixing glass filled with cracked ice, stir thoroughly, strain and serve.

You can't make a genuine
Old Fashioned
without

ANGOSTURA BITTERS

Shake two or three dashes of Angostura, then a splash of seltzer, on a lump of sugar. Muddle, add 2 cubes of ice, a twist of lemon peel, and a cherry, if desired. Pour in $1\frac{1}{2}$ oz. of your favorite liquor, stir well and serve.



It's what you put in to
make the flavor
come out!

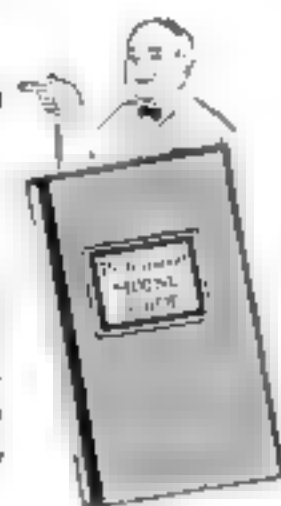


Tangy, tropical Angostura aromatic bitters blends and harmonizes all the ingredients of a cocktail into a real taste triumph. When you mix drinks at home... or order them when out... don't forget the Angostura!

SPECIAL OFFER

The famous Professional Mixing
Guide used by bartenders!

250 Recipes For Mixed Drinks! Here's the fascinating 96-page book that tells you how easy it is to mix 'em like an expert! Check full of information! Send only 10¢ to cover handling costs to: Angostura-Wuppermann Corp., Dept. L-2, 304 E. 45 St., New York 17, N. Y.



ANGOSTURA
TRADE MARK
WELL U.S. PAT. OFF.
AROMATIC BITTERS
33 INTERNATIONAL AWARDS FOR MERIT

messing things up for me—but not anymore. When I first got out, I worked at the Solvay Company in the baking-soda department. But the doctor told me to quit because the fumes were bad for my stomach. Then I worked as a moldmaker at Stanton Foundry, but the gas coming up from the hot iron after the mold was poured bothered my stomach too. I stayed home a couple of weeks and got 52-20 checks—about four of them. I only took them when I needed them. I tried Iroquois China too, where I was before the war. Then I figured I better be outdoors, so I got a job driving a cab. But suddenly I realized my stomach wasn't acting up any more. I could eat spaghetti and drink wine and everything. So I went back to factory work."

The LIFE photograph caused great excitement in the Callisto family and in the town of Solvay. Cal's mother, Maddalena, 48, who is all the round, lovable Italian *mamminas* rolled into one, said, "The first night the picture came out they called me from the Syracuse paper. A lady said, 'Anthony's picture is gonna be in that magazine tomorrow.' At first I couldn't say a word. I thought maybe he's hurt, maybe dead."

"The next day everybody knew about it. On my way to work at the defense plant a fellow stopped me. 'Did you see Anthony's picture?' I went to my bench. One of the big bosses came up. 'Maddalena,' he said, 'we want your picture for the company newspaper.' That night I got phone calls from all kinds of people I didn't even know who seen the picture and found out somehow I was Anthony's mother. It was printed in the Syracuse paper too. But it came out too dark. All the relatives crowded around and everybody said, 'That ain't Anthony.' But I got out magnifying glasses and looked carefully and told them, 'That's him, all right.'"

After Edith and Cal were married in October at the Solvay Catholic Church, they spent a honeymoon in New York. Then they moved in with the family, to live in Cal's old room.

Cal's stepfather, Donato, 50, has an empty lot around the corner, on Smith Street, and soon Cal is going to get a GI loan and build a house there with Edith's brother, Dominic Delperuto, who is also a newlywed and a veteran.

Everybody figures Cal has changed a great deal from the wild, mixed-up kid he was when he first came back from overseas. The only thing that hasn't changed is his cockiness about having been a Marauder. He says that if he had it to do all over—volunteer in Trinidad for a "dangerous mission"—he'd still volunteer.

Brattlof longs for adventure

IN Trinidad, Callisto's lieutenant, Kenneth Brattlof, volunteered for the Marauders also and became the platoon leader in the photograph. Today Brattlof is 39 years old, a solid Minnesota Swede, 5 feet 8 inches tall, with a red-faced outdoor look and thin brown hair balding on top.

He looked a great deal different when he came home to Cloquet (near Duluth) two days before Christmas 1944. In Burma, between the time the photograph was taken and the Marauders emerged at Myitkyina, his weight had dropped to 108 pounds, his once-blond hair had turned brown, he had had malaria and jungle rot and had been deafened for three weeks by an exploding bomb which killed two men alongside him.

The day Brattlof returned, his wife Lorraine ("Rainy"), 29, a shorter and brown-haired Ingrid Bergman type, was downtown shopping when she was called to the phone.

It was Carl Bruno, Ken's brother-in-law speaking. "Go down to Scanlon Junction and pick up your old man."

It was a typical, thick-frosted Minnesota day and, Rainy says, "Kenny came out of the train looking like a skinned rabbit. On the way home the car broke down and we were stuck for three hours in the snow. Kenny just sat there and shivered. He froze all Christmas week—after the jungle. He'd keep the temperature in the living room up to 85, wrap a blanket around himself and sit and shiver."

Ken found himself a celebrity throughout the Duluth area because of the photograph. He was asked to deliver 87 lectures on his war experiences. The souvenirs he had sent back home—the tablecloths from China, swagger sticks of axbreaker wood, two knives with the blood still crusted on (which Rainy later made him clean)—were exhibited at the First National Bank, the V.F.W. (where he was secretary), the Minnesota Power and Light Company (where he works) and the Presbyterian Church (he is Presbyterian but Rainy is Catholic, and they were married by a Catholic chaplain at Fort Shelby, Miss. on July 18, 1942).

"When I got out," he said, "Rainy and I went to Chicago for three days. Then I took off 30 days, went on six-, seven- and eight-mile hikes every day—sometimes with Rainy, sometimes alone. I

Everywhere you go...

SHIP 'N SHORE
Tailored Blouses



Sanforized Broadcloth '3

SUSQUEHANNA, 1350 Broadway, New York 18

**New England Sends
You Delicious
Old-Time Flavor**

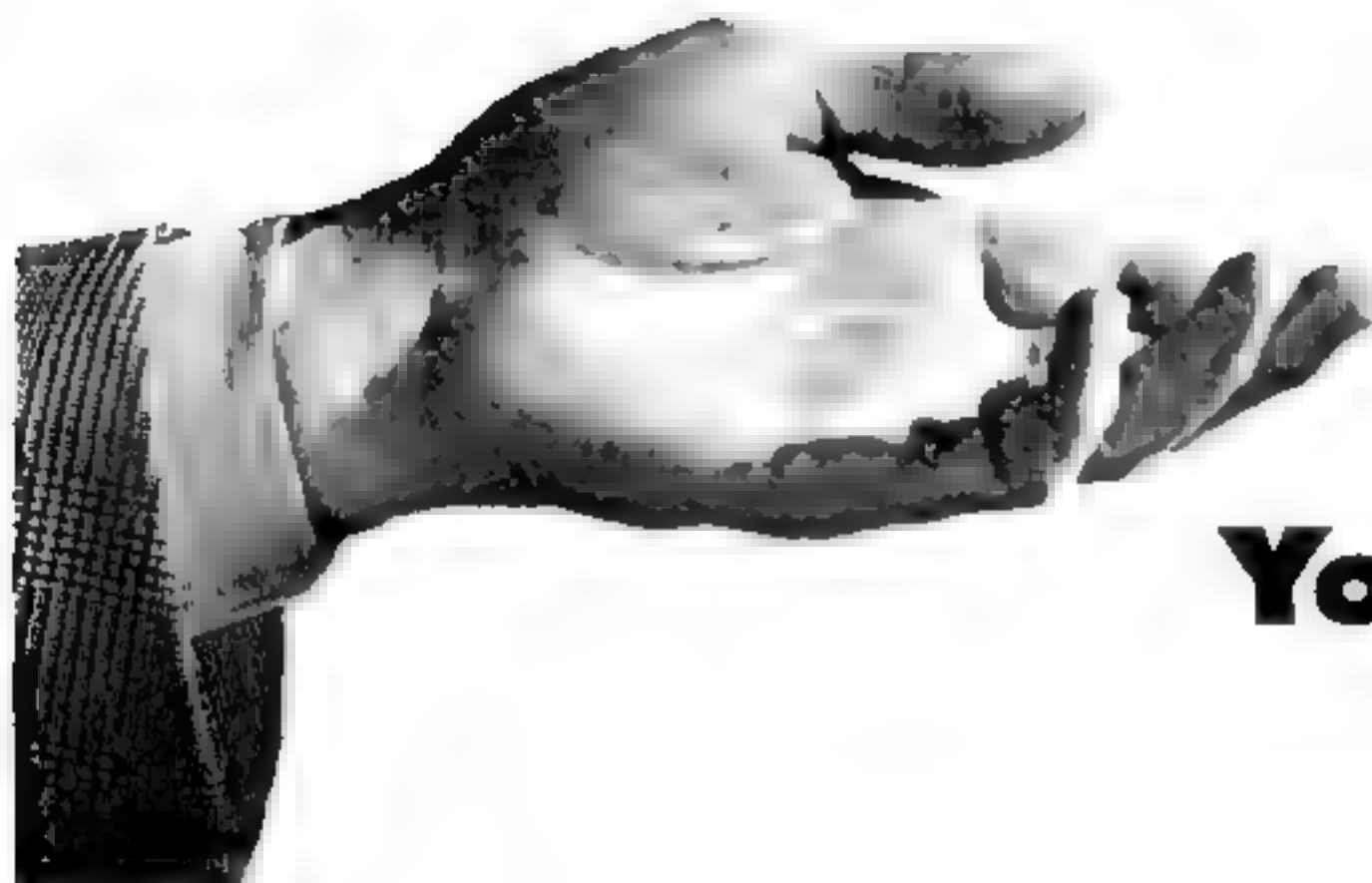
Hearty, wholesome! Extra-tasty! Baked the traditional old-time way (not steamed), with pork and spicy sauces, for one entire day... "Down East" in Portland, Maine.
Burnham & Morrill Company



You cannot bring back
...last year's dead.



You cannot eat
...last year's bread.



You cannot give
...on last year's basis.

THE PIONEERS, at watch in the parched sands of the Negev, do not complain: "We had our fill of dust and danger last year." The weary hearts, still beating to reach Palestine, do not moan: "No use—we failed last year."

The United Nations decreed a Jewish State *this* year. Born out of the agony of those who need it, dedicated with the lifeblood of those who build it.

All glory to the builders and fighters! So it must be when liberty is born . . . *But the givers, too, have their part.* We in America know this.

THERE WAS A DAY in 1776 when our young republic tottered. France voted 19 million francs to save the light of freedom in the new world.

There was a day in 1782 when our newly-born republic needed givers. Haym

Salomon, at prayer in his synagogue in Philadelphia, heard the summons. He could have answered, "No." He could have said: "Sorry, but I sacrificed a fortune to the cause of liberty last year." Haym Salomon re-entered the synagogue; he entered history, for with the aid of his fellow-worshippers the sum was raised — *at once, within the hour.*

THE ROLL-CALL of history is being answered proudly on every ambushed road, in every beleaguered village of Palestine. The roll-call now sounds for the Jews of America also. *The givers, too, have their part.*

In this historic moment, what will *you* do? . . . So that the homeless can be fed and sheltered, so that the harried house can be held, so that the land of Israel can rise gloriously from the long wastes of suffering.

1948 Destiny Campaign—for \$250,000,000 minimum

WHAT MUST BE DONE IN 1948...

1. Supplementary aid for 250,000 displaced Jews in Germany, Austria, Italy and Cyprus.
2. Relief, rehabilitation, and reconstruction for one million Jews in Eastern and Western Europe.
3. Immigration and reception in Palestine of 75,000 homeless Jews, including 24,000 children.
4. Housing, retraining and settlement for the newcomers in Palestine.
5. Reception and adjustment of 25,000 refugees who will enter the United States in 1948.

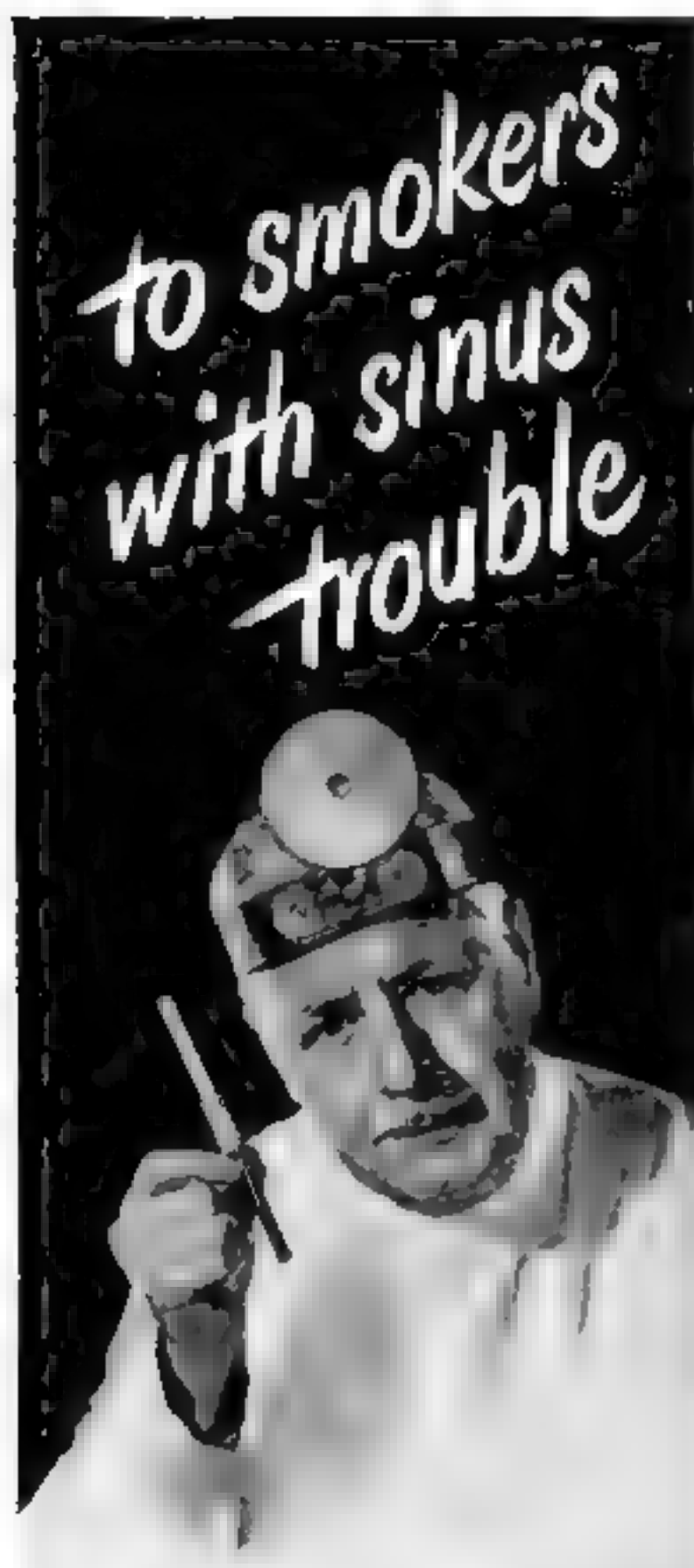
UNITED JEWISH APPEAL

For the Relief, Rehabilitation and Resettlement Programs of

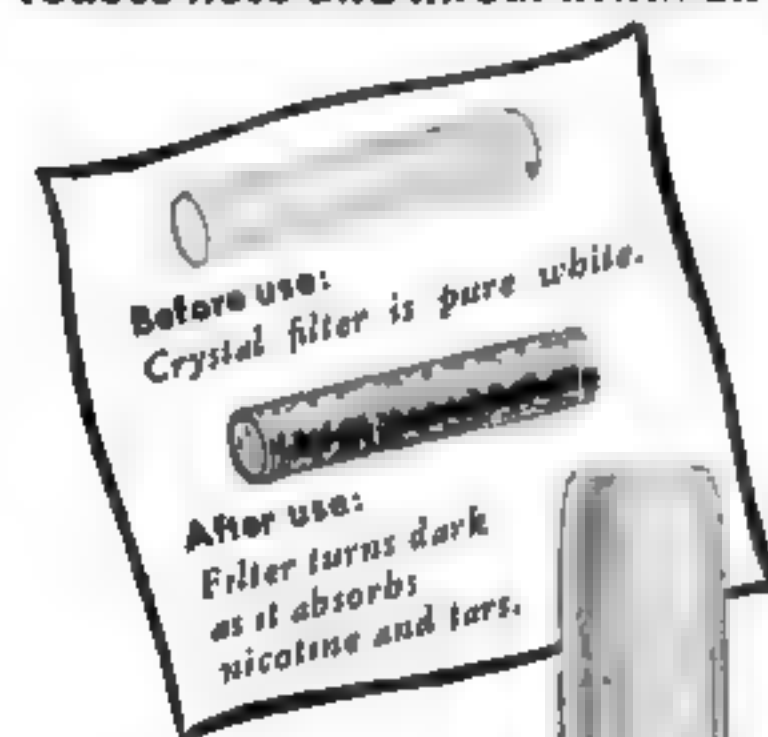
Joint Distribution Committee, United Palestine Appeal and United Service for New Americans

165 West 46th Street, New York 19, New York

Henry Morgenthau, Jr., General Chairman



Many doctors recommend this crystal filter cigarette holder to reduce nose and throat irritation



Clear-headed smokers use Denicotea because the nicotine and tars it traps never reach the nose and throat. You'll be delighted at the difference Denicotea makes.

The ejector model in lustrous aluminum includes 10 crystal filters. \$2 at stores everywhere.

dunhill

DE-NICOTEA

Crystal Filter Cigarette Holder

Alfred Dunhill, 660 Fifth Ave., New York



KENNETH BRATTLÖF, the ex-lieutenant, returned to Minnesota and his old job. He is a scoutmaster, fascinates his troop with tales of the war in Burma.

FOUR MARAUDERS CONTINUED

didn't do any lecturing or see anyone during the entire time. Then I went back to work.

"I'm still pretty nervous. In the old days I used to dream about the Cloquet Fire of 1918, when the whole town except the red-light district burned down. Now I dream about the war."

Brattlof's adjustment to civilian life was smoother than that of the other Marauders, possibly because he, unlike them, returned to his old job of selling electrical appliances for the Minnesota Power and Light Company. Two months after his return he was promoted from residential to commercial salesman. He plans and sells electrical installations for Cloquet business establishments and makes \$54 a week plus expenses and time-and-a-half for overtime.

Rainy and Ken live with his father August, 80, and his sister Margaret. The Brattlofs are a clan of clear-eyed Swedes who live in the fabled American manner in a shiny frame house on the side of a quiet hill. August Brattlof is a vigorous old-country patriarch, with high-topped black shoes, a gold chain across his vest, an ex-lumberman's grip of iron and still a touch of yellow in his thick white hair. He is a vehement teetotaler and none of the family dares smoke or drink in his presence.

Ken's older sister, Edith Bruno, lives five doors up the street. One of the other five Brattlofs (Ken is the youngest) is always turning up for a weekend, particularly in summer, when they grill steaks in the Brunos' backyard.

Rainy and Ken have never had a home of their own, but last year they bought two lots for \$900 on Scanlon Road, "just a crow-hop from Cloquet." Now they are making very concise plans for the house they intend to build.

"It will be one-and-a-half stories, Colonial style," Ken said, "with six rooms, one bath, a picture window of Thermopane in front, glass brick in the basement—and we hope to swing it for \$8,000. We're going to cash in our \$2,500 in bonds, use our postal savings of \$4,000, sell one of the lots for \$800—we hope—and borrow the rest."

Ken Brattlof thinks of himself as an "average American." He is a Boy Scout master, belongs to the Eagles and the V.F.W. He is a born trader, collects stamps and antiques, likes to hunt and fish and even writes letters to the editor and has had his poems published in the "Open Court" column of the Duluth *Herald*.

He still enjoys talking about the war. His friends, his family and his 38 Boy Scouts all listen respectfully as he tells about the Indian rope trick, the jungle snakes and the road blocks in Burma. His wife has kept a scrapbook since the first day he entered the Army, and in it the picture of the Four Marauders is given the greatest prominence. There are framed copies all over the house too—in their bedroom, dining room and on the living-room wall, alongside the stairs.

Sometimes, looking at these pictures and thinking back to the exciting days in Burma, Ken feels life in Cloquet may be a little too tame. Then he rereads the old clippings about Burma and studies his creased travel folders on Alaska and talks vaguely about going to live among the Dyak head-hunters or the Eskimos to gather material for a series of lectures.

But Rainy, his wife, lets him talk—and keeps on making plans for the house they're going to build.

Air Step®
THE SHOE WITH
THE YOUTHFUL FEEL

FASHION FAIR
MARCH 13 TO 27

See our page advertisement in
this issue for other Air Step styles.
Air Step Division, Brown Shoe Company, St. Louis

For Easter
A GARLAND NECKLACE

Various designs \$27.50 to \$30.00

SPRING ENCHANTMENT

Tastefully fashioned dainty pink rose with green leaves on a snake chain chain. Enduring beauty in 14 kt rolled gold overlay.

Kremontz
FINE QUALITY JEWELRY
since 1866

FOR LADIES: Bangle Bracelets • Earrings • Flexible Bracelets • Brooches
FOR MEN: Evening Jewelry • Cuff Links • Collar Holders • Tie Holders

Wherever fine jewelry is sold

Are your pains imaginary?

"Probably not, but sometimes as many as 50% of the people who come to us for treatment have emotional as well as physical difficulties. Today it is recognized that anxiety, worry, and restlessness are on the increase; that they keep many people from feeling well; that often they result in physical disorders; that 'emotional' symptoms are nevertheless real.

Knowing that these illnesses require as much understanding as any other kind, we are devoting more thought and time to them. Patients are encouraged to unburden themselves: to talk frankly about their difficulties and conflicts. That's a first step in getting well.

We find it helps people to learn that anyone who is under strain or tension *can* develop an emotional disorder and that such illnesses may be as real, and often as hard to bear, as those with physical causes. Encouraged today by interested and sympathetic medical help, many people discuss their troubles more readily. It's remarkable how much better they feel and how many symptoms are relieved this way."

Your doctor



Copyright 1948, The Upjohn Company

F I N E P H A R M A C E U T I C A L S S I N C E 1 8 8 6



Painted by Joseph Floch

If you are depressed, tense or anxious, confide in your doctor

Talk freely to him about anything at all that is bothering you. Don't be afraid to discuss your worries or resentments. If your family situation, or your working or living conditions are difficult, be sure to say so. Your doctor may be able to help you in handling them.

Tell your full story and count on your doctor's understanding. He wants to hear you out. Little things that may seem unimportant can have a great deal to do with the way you feel. The more readily you confide in your doctor, the more help he will be able to give you.

SHE TOO IS WEARING A STETSON, THE THOROUGHbred, \$12.95. OTHER STETSON MILLINERY FASHIONS FROM \$5.95



Ray Milland is currently starred in Paramount's "The Big Clock?"

How many Ray Millands are there?

You're looking at *two* Ray Millands. But you don't see two different people. What you see is the Ray Milland dressed for two different occasions. And why are we so excited about anything that simple? Because being well-dressed is simple—it's merely a matter of wearing the right clothes at the right time. Ray Milland is one of the best-dressed men in Hollywood. On the left,

Ray's heading for a Hollywood party, in the Stetsonian. The color is Willow. On the right, he's dressed for the country club, wearing the Stetson Casual in the smart Sand tone. A reputation for being well-dressed is really easy to come by—not expensive either. Just pick what you wear, carefully, to suit the occasion. Then top it off with the right Stetson!

Dressed for a Hollywood party, Ray's wearing...

And heading for the country club...



The Stetsonian, \$10



The Stetson Casual, \$10

Dress for the occasion with— **STETSON HATS**

More people wear Stetson Hats than any other brand. Stetson Hats are made only by John B. Stetson Company and its subsidiary companies in the United States and Canada.



FROM 28 FEET AWAY FISHERMAN-ARCHITECT BACHE BROWN, WHO INTRODUCED SPINNING REEL TO THE U.S., CASTS AN ORDINARY LUMP OF SUGAR INTO A COFFEE CUP

THE SPINNING REEL

It makes casting easy for duffers
but oldtimers think it too simple

The extraordinary accuracy of the fisherman's cast in the picture above is made easy by a gadget called the spinning reel, which is the most revolutionary development in angling since the perfection of the fly rod. The reel is built on the same principle as a housewife's sewing-machine bobbin and its operation is absurdly simple. The line will pay off 100 feet at the flick of a wrist without the conventional backcast which often fouls a line in overhanging trees. Long popular in Europe, spinning

was introduced seriously to the U.S. several years ago by Bache Brown (*above*), a Massachusetts architect who ran onto the method in Belgium. But it is just now catching on, and this year spin-fishermen are expected to account for 20% of the fresh-water tackle sold in the U.S. Anyone can learn to spin-cast in 15 minutes, which is why many oldtimers look down on the likes of Bache Brown. When the duffers learn to spin-cast like veterans, they complain, there may not be enough fish to go around.

LITTLE LULU



"Kleenex* pops up, too!"

Little Lulu says... Only Kleenex has the Serv-a-Tissue Box—pull just one double tissue—up pops another! Compare tissues, compare boxes—you'll see why Kleenex is America's favorite tissue.

© International Cellulose Products Co.

*T. M. Reg. U. S. Pat. Off.



The Happiest Birthday of them all



The happiest birthday in the life of any boy or girl is the one he celebrates with his first bicycle. If that bicycle is a Roadmaster*, "America's Finest Bicycle," then his happiness is doubled. Imagine his wild delight when you give him a sparkling two-tone beauty Roadmaster with its shining embossed chrome—a big searchbeam headlight—a combination bell and automotive type stop light—the Shockmaster* fork and automotive type rims that make an easier cushioned ride—an electronically welded frame that's 100% stronger. When you get your boy or girl a birthday bicycle, be sure it's the safest to own and smartest to ride—that means a Roadmaster. *Registered in U. S. Pat. Off.

Write for descriptive folder describing the 1948 Roadmaster

THE CLEVELAND WELDING COMPANY
West 117th Street & Berea Road • Cleveland 7, Ohio

SAFEST TO RIDE — SMARTEST TO OWN

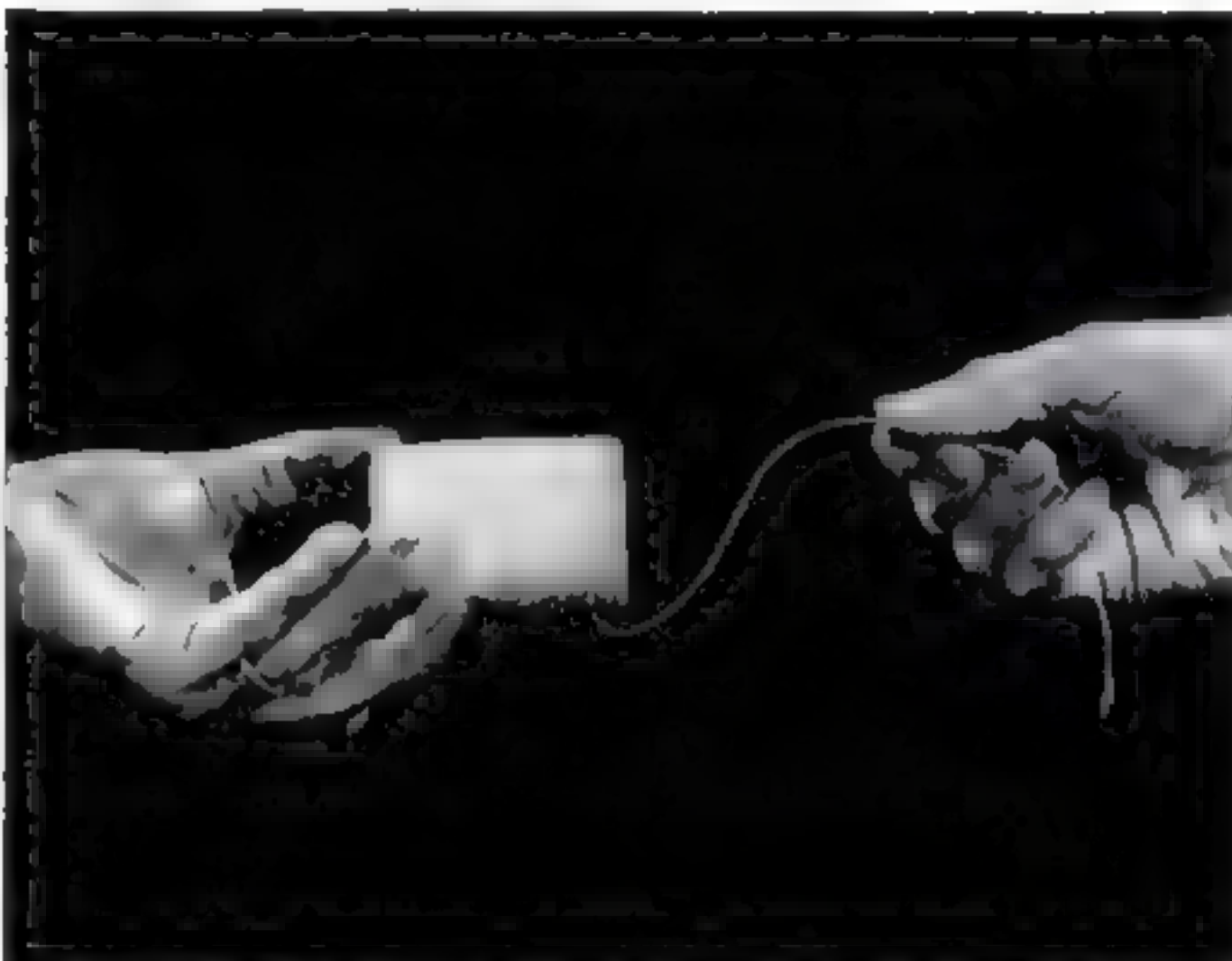
Only Roadmaster has these features:

- Electronically welded 100% stronger frame.
- Stop light operating from the brake.
- New searchbeam headlight.
- Improved floating ride Shockmaster fork.
- Two-tone finish with sparkling embossed chrome.
- "Rocket" chain guard.
- Streamlined for speed.
- New wide base air cushioned rims.

Spinning Reel CONTINUED



OLD PRINCIPLE of fishing reels is demonstrated by pulling thread from a rotating spool. This rotation often causes bait-casting reels to become fouled.



NEW PRINCIPLE of spinning involves turning spool sideways, the thread peeling off from one end. Since spool does not rotate there can be no backlash.



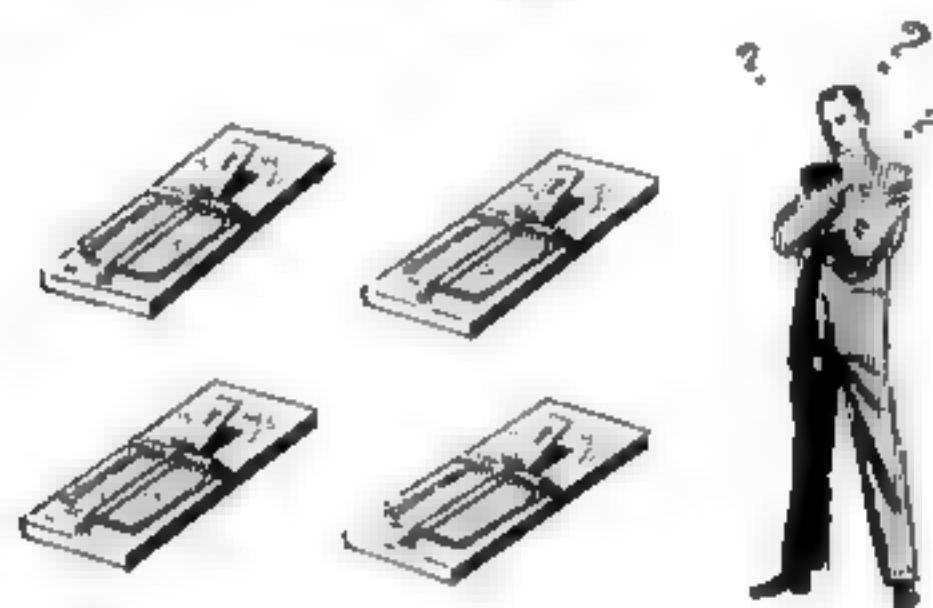
THIS IS THE REEL. It has a finger which is open and out of the way as line pays out (above), but which closes to guide the line back when crank is wound.

CONTINUED ON PAGE 144

Do you think you can build a better "mousetrap"?



1. Suppose you felt sure you could make a better mousetrap—or any other product—and you began to think about risking your savings to start up a business of your own.



2. First, you'd want to make certain you could turn out this product at a price that would enable you to meet or beat your competition.



3. Next, you'd check very carefully to be sure there was a "market" for your type of product. In other words, would enough people want to buy it to give you the volume you'd need to keep going?



4. And, of course, good management would be another "must." You'd have to know how to run the business, or be able to hire someone to do it for you. For only with good management could you keep on meeting your material costs, your payroll, your rent, your taxes, and all the other costs of doing business.



5. Finally, you'd have to see an opportunity to make a fair profit. The firm that can't earn a profit soon folds up! And, like other progressive firms, you'd want to put part of your profits back into the business. For, a large share of the reasonable profits earned by industry pays for the development and expansion that bring more goods, more jobs—and greater security for all.

Most Americans say they think 10 to 15 cents out of each dollar of sales would be a fair profit for business to make. Government figures show that industry averages less than half that much profit.

And about half of that is plowed back by industry to pay for the progress and development that give Americans more good things than any other people on earth!

NATIONAL ASSOCIATION OF MANUFACTURERS

Composed of 16,500 large and small manufacturing companies.

There's a
SHERMAN
BOW
for every
type of man

THE SHORT MAN

THE TALL MAN

THE SLIM MAN

THE STOUT MAN

Dress up your neck for Spring! Bold bows, quiet bows, striped bows, piping bows — styled as only Sherman can style them! To-tie or Clipper® types, \$1.50.

ASK for Sherman's booklet, "How to Tie a Bow Tie," write to dept. 18,

Sherman Bows
1200 Broadway, New York 1, N. Y.

Reg. U.S. Pat. Off. © 1948, Sherman Bows



THE CAST is shown in three stages. Bache Brown first flips the 6½-foot rod downward, the line paying out as rod snaps up. Rod costs \$17.50, reel \$22.50.



THE ACTION of the reel is so sensitive that a cigaret will pull down the nylon line, which billows slightly at base of rod (*above*) as it unwinds from spool.

Treat Yourself
to...
the
candy your
grandmother
loved

Lafayette Mixed 5¢

PLAYTIME TOYS

A.N.O.I. } **WOODENNESS**
PURITY
FLAVOR

© C. P. Inc. 1948
MADE IN U.S.A. BY C. P. INC., NEW YORK, N.Y.

For over 73 years

DOUBLE LIFE... DOUBLE VALUE

Beauticians prefer JOY professional
Manicure Scissors of surgical steel.
DOUBLE PLATED for DOUBLE
LIFE and DOUBLE VALUE.

CHROME NICKEL

JOY

\$2.50

IRVINGTON, N. J.

PINAFORE
ONE WHOLE
CHICKEN

PRE-COOKED
READY TO EAT

Guaranteed by
Good Housekeeping

DEAFNESS EXPLAINED

IN NEW FREE BOOKLET

New, authoritative booklet, fully illustrated, can help you solve your hearing problems. Learn more about hearing loss—its causes—its correction.

Western Electric Dept. 380-13
195 Broadway, New York 7, N. Y.

Send free copy of "Modern Science and Your Hearing." Also booklet on two new all-in-one Western Electric Hearing Aids.

Name _____
Address _____
City _____ Zone _____ State _____
Distributed in Canada through Northern Electric Co., Ltd.

For Girls



Style 3651

This is the step that counts!

**It's a RIGHT step in "BUILT for ACTION"
Red Goose Shoes**

Every step a growing foot takes should make it stronger. That counts with you because your child's normal foot development depends to a great extent on shoes that provide freedom plus support. Red Goose Shoes have flexibility where feet need it—support where feet need it. They are "BUILT for ACTION" Shoes!

Moreover, Red Goose Shoes have "Extra Reinforcement at Points of Strain" to resist wear, tear, stretch and loss of fit. These features mean value! Combined with smart style and careful workmanship in fine leathers, they are good reasons why smart mothers everywhere say, "Red Goose Shoes are better ALL ways!"

"HALF THE FUN OF HAVING FEET"

WISE MOTHERS CHOOSE . . .

Red Goose

ACTION SHOES for Boys and Girls

Also Friedman-Shelby Shoes

Consult your Classified Phone Directory or write for the name of your Red Goose or Friedman-Shelby Dealer.



For Boys



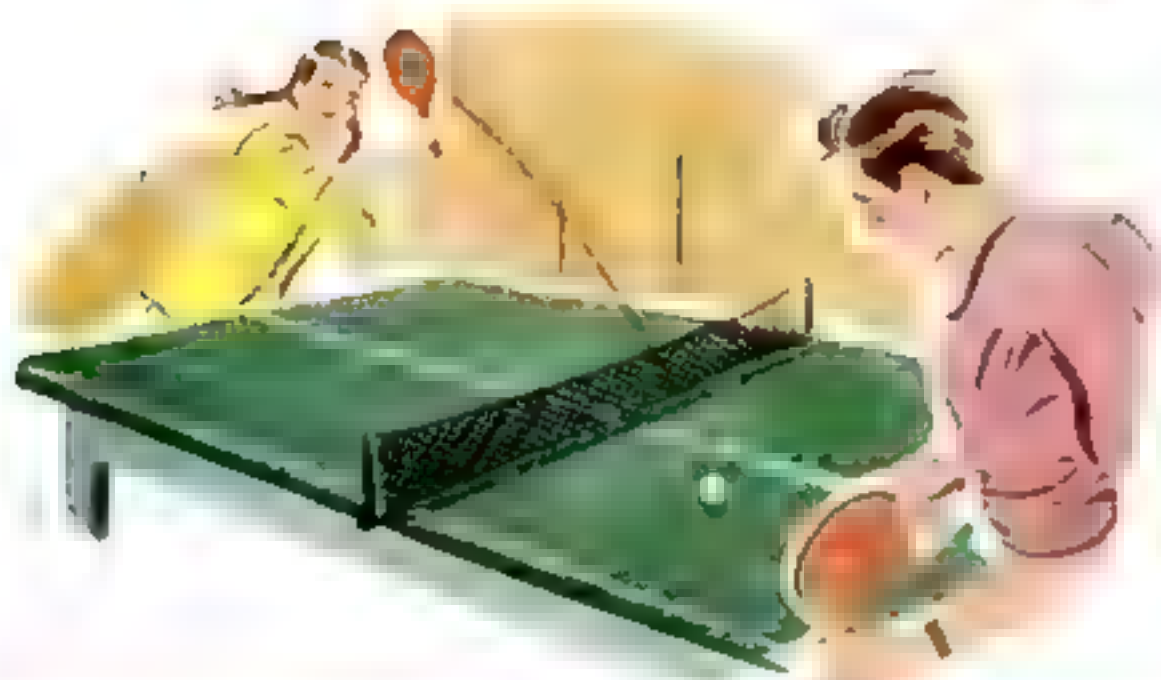
First steps are important, too . . . Give your baby the right start with Red Goose Infant Shoes. Make sure that first step is a right step.



Red Goose Division • International Shoe Company • St. Louis 3, Missouri

WINNER WITH ALL THE FAMILY!

fresh up^{with} Seven-Up!



ENJOY HAPPY HOME HOURS—BE A "FRESH UP" FAMILY!

Dad's sure to get a ribbing after losing to Sis in a game of ping pong. But with Mom there to serve a round of chilled 7-Up, everyone's a winner. You can't beat sparkling 7-Up for its clean taste . . . the way it wakes up your mouth. That's why 7-Up is the *all-family* drink . . . why there are millions of "7-Up Steadies" all over America.

Let the sure, pure enjoyment of lively 7-Up be a ready partner as you and your family work and play together. Order where you see the colorful 7-Up signs.



COPYRIGHT 1948 BY THE SEVEN UP COMPANY

YOU LIKE IT  IT LIKES YOU!





AMID RELICS OF BABYLON Professor Stephens stands in his office doorway holding three ancient tab-

lets on a tray. At the left is a cast of the Black Obelisk of Shalmaneser. At the right is a cast of the Code of

Hammurabi ("an eye for an eye; a tooth for a tooth"). Above is portrait of Sargon, the Assyrian warrior king.

BABYLONIAN MAIL

A Yale professor reads documents written more than 4,000 years ago

Professor Ferris J. Stephens of Yale University is an authority on the ancient world and, as such, has become a very specialized kind of baker. As part of a restoration process he bakes clay tablets on which the people of Babylon, more than 4,000 years ago, wrote their letters and documents.

Babylon's scribes wrote with a stylus on tablets of moist clay. When dried the tablets became almost imperishable. But now, after 4,000 or 5,000 years, they are covered with foreign matter and

illegible. Professor Stephens cooks the tablets in his electric oven until they are so hard that he can safely pick off the dirt and read the mail the Babylonians wrote each other. As curator of Yale's Babylonian Collection, largest in the U.S., Professor Stephens has the responsibility of restoring and translating some 25,000 tablets. Because his letters are among the oldest in the world, he must be able to read and write languages that were dead and forgotten centuries before Latin was known.



One Permanent Cost \$15...the TONI only \$2

Such deep luxurious waves. So soft, so natural-looking. You'll say your Toni Home Permanent is every bit as lovely as an expensive salon wave. But before trying Toni, you'll want the answers to these questions:

Will TONI work on my hair?

Yes, Toni waves any kind of hair that will take a permanent, including gray, dyed, bleached or baby-fine hair.

Can I do it myself?

Sure. Every day thousands of women give themselves Toni Home Permanents. It's easy as rolling your hair up on curlers.

Will TONI save me time?

Definitely. The actual waving time is only 2 to 3 hours. And during that time you are free to do whatever you want.

How long will my TONI wave last?

Your Toni wave is guaranteed to last just as long as a \$15 beauty shop permanent—or your money back.

How much will I save with TONI?

The Toni Home Permanent Kit with reusable plastic curlers costs only \$2... with handy fiber curlers only \$1.25. The Toni Refill Kit complete except for curlers is just \$1. (All prices plus tax. Prices slightly higher in Canada).

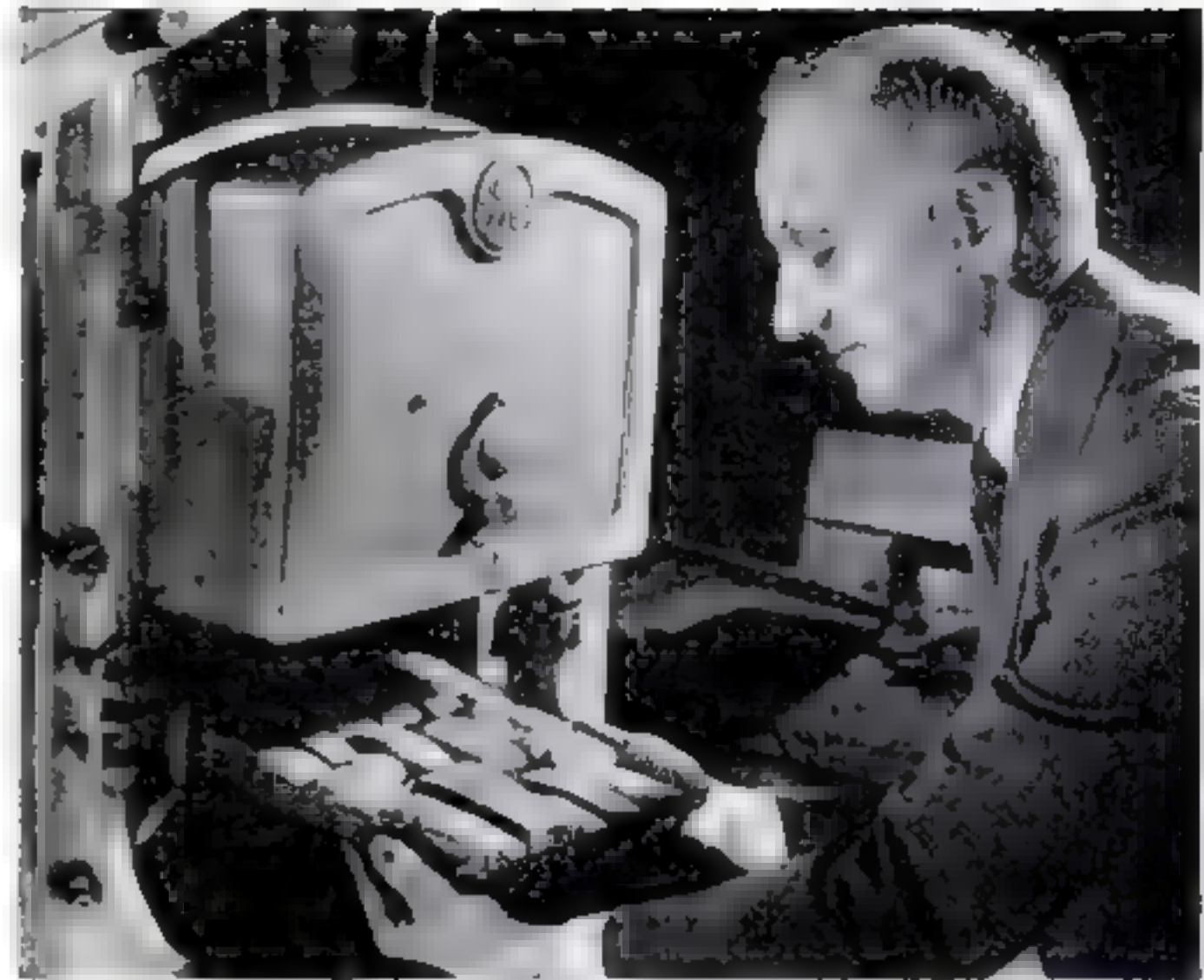
Which twin has the TONI?

Lovely Jewel Bubnick of Miami Beach, says, "My sister had an expensive beauty shop wave. I gave myself a Toni permanent—at home. And even our dates couldn't tell our permanents apart." Jewel, the twin with the Toni, is on the left.

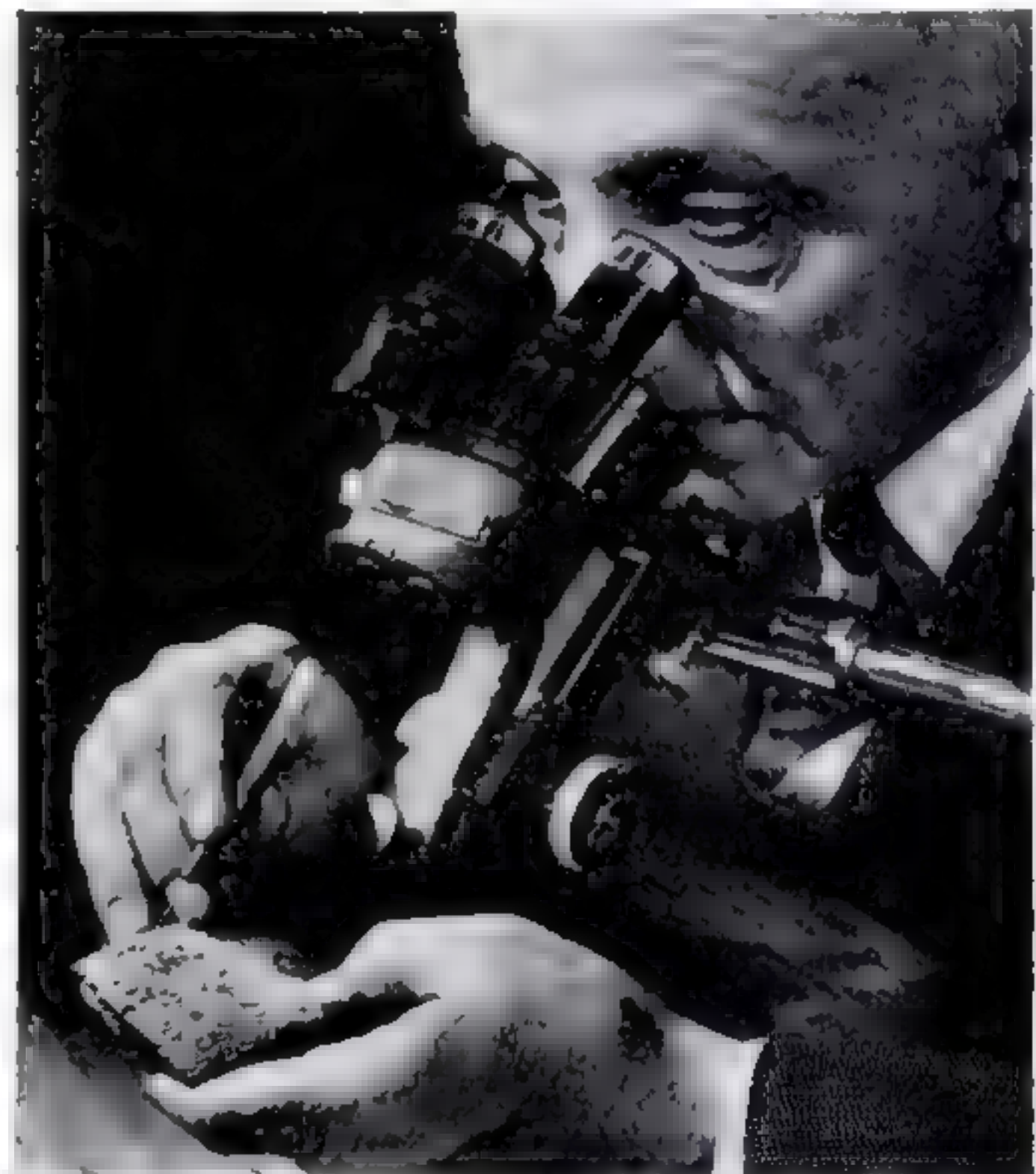


Tune in "This is Nora Drake"

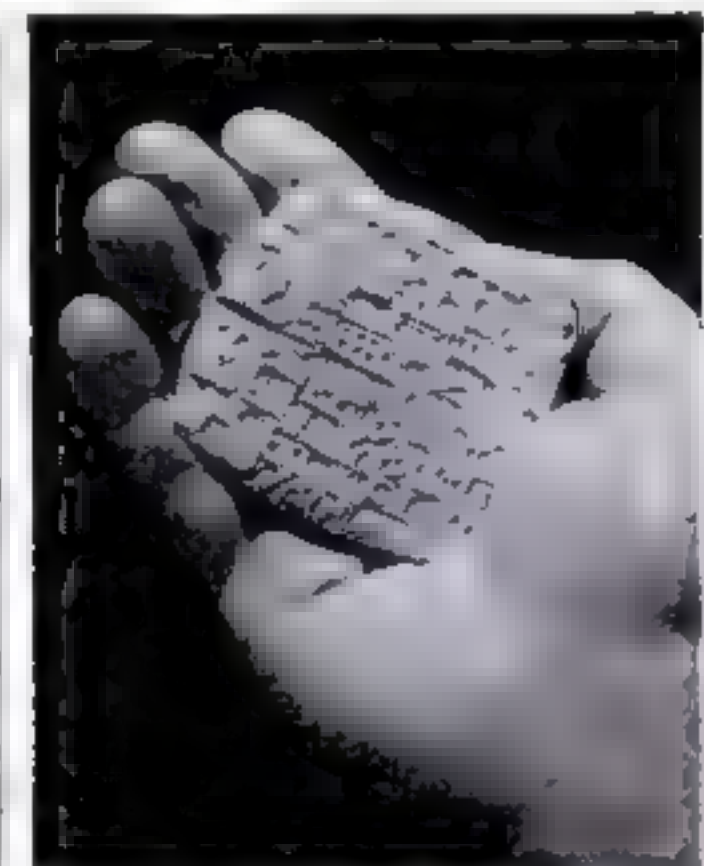
11 a. m., EST, Monday thru Friday, NBC Network.



TO CLEAN THE TABLETS Professor Stephens first places them in a special electric oven where they are baked for three days in a temperature of 1,400° F. This burns and loosens centuries' accumulation of mud and sand.



THOROUGHLY BAKED, the tablet is as hard as a rock and can be safely immersed in water for two days to dissolve remaining matter, mostly salt crystals. Tablet is then scraped clean (*above*) under a microscope with a needle.



BEFORE-AND-AFTER pictures show how an encrusted tablet (*left*) can be made easily legible (*right*). Tablet is also much stronger and less apt to chip. This one gives an account of a temple's income, dates from about 2500 B.C.

CONTINUED ON PAGE 130

COME TO BRITAIN
for business and pleasure

WALES
and the
BORDER COUNTIES
of England

COME TO BRITAIN
for business and pleasure

LOWLANDS
OF
SCOTLAND

COME TO BRITAIN
for business and pleasure

SOUTH EAST
OF
ENGLAND

COME TO BRITAIN
for business and pleasure

MAP FOLDER
OF THE
BRITISH ISLES

COME TO BRITAIN
for business and pleasure

NORTH WEST
OF
ENGLAND

COME TO BRITAIN
for business and pleasure

NORTH EAST
OF
ENGLAND

COME TO BRITAIN
for business and pleasure

EAST ANGLIA
AND
EAST MIDLANDS
of England

COME TO BRITAIN
for business and pleasure

WEST
MIDLANDS
of England

COME TO BRITAIN
for business and pleasure

NORTHERN
IRELAND

COME TO BRITAIN
for business and pleasure

HIGHLANDS
OF
SCOTLAND

COME TO BRITAIN
for business and pleasure

SOUTH WEST
OF
ENGLAND

COME TO BRITAIN
for business and pleasure

LONDON
AND NEAR-BY PLACES
OF INTEREST



LONDON

*Get these colorful booklets...free...
from your travel agent*

They'll picture for you the wonderfully historic places you'll want to see in the British Isles this year . . . the exciting day-after-day events you'll thrill to attend . . . the fishing, golfing, hiking and motoring trips you'll "just have to make."

All Britain, too, says "Welcome," from the warm friendliness of the people and the hospitality of her

famous inns to the special privileges accorded visitors by the Government.

You can stay for 4 weeks without needing a ration card. With your gasoline allowance you can motor to your farthest destination and return.

In planning your trip . . . by sea or air . . . remember that April, May, September and October are lovely months in the British Isles, too.

To avoid disappointment, plan your tour with your travel agent NOW

Come to Britain



FOR SCENERY • FOR SPORTS • FOR PAGEANTRY
FOR INTERESTS IN THE PRESENT—
AND INTEREST IN THE PAST

BRITISH TRAVEL ASSOCIATION, Tourist Division of the British Tourist and Holidays Board, 475 Fifth Avenue, New York 17, N. Y.



Here's why KING is today's best buy

1. Blended by the distillers of famous Old Forester!
2. New, improved formula for extra smoothness, friendly taste!
- *3. King Black Label contains 40% Straight Whiskies 6 years or more old—blended with the finest grain neutral spirits!
4. Fine Kentucky blending, backed by one family, one tradition for quality for 78 years.

Try it straight, today ... enjoy the friendly flavor of King. New and improved formula gives you new satisfying flavor, extra smoothness. Makes your drinks taste *better than ever*.



King is now available in both Black and Red Label.

BROWN-FORMAN
DISTILLERS CORPORATION
At Louisville in Kentucky

OLD FORESTER. 100 Proof. Bottled in Bond. Kentucky Straight Bourbon Whisky. ***KING BLACK LABEL.** Blended Whisky. The straight whiskies in this product are 6 years or more old. 40% straight whiskies, 60% grain neutral spirits. 86 proof. **KING RED LABEL.** Blended Whisky. The straight whiskies in this product are 5 years or more old. 30% straight whiskies; 70% grain neutral spirits. 86 proof.

Babylonian Mail CONTINUED



PERSONAL SEALS were carved on stone cylinders and rolled onto wet clay to sign letters, usually written by scribe. Above, on clay, are new impressions of ancient seals which date from 3000 B.C. (upper left) to 800 B.C. (lower right).



AT HIS DESK Professor Stephens makes notes on a pad. Big book in foreground (by the tray of tablets) is a dictionary which translates Sumerian, already a dead language by 2000 B.C., into Babylonian and then into German.

CONTINUED ON PAGE 100



THE TRUMPETER LABEL... A SMALL THING TO LOOK FOR
... A BIG THING TO FIND

How to buy a suit... with that made-for-you look

Something in the spirit of these times says "buy wisely". Buy quality. Buy style. Buy character. You get all these when you buy Hart Schaffner & Marx clothes. Plenty of old-time tailoring that requires skill at the cutting table and skill with the needle. Plenty of honest "feel" in the fabric and plenty of pride and satisfaction in the fit and wear.

HART SCHAFFNER & MARX

The smoothest spread to put on bread



You want yellow margarine. You get white margarine. It doesn't make sense!

Margarine is good to eat. Good for you. Kind, too, to that hard-working food budget. You like margarine. And you like it *yellow*. But you get it *white*.

Why? Because of outworn laws that place a Federal tax of 10c per pound on yellow margarine. Actually, if the law would allow it, you could buy yellow margarine *at no extra cost*.

Fortunately, farseeing men in Congress are working to see that you get margarine the way you want it. Support them.

Remember—the voice of the people is the voice of the lawmaker. *Fight for the right to yellow margarine!*

*The staff of life needed around the world
—don't waste a precious crumb.*

Nutritious
Margarine

NATIONAL ASSOCIATION OF

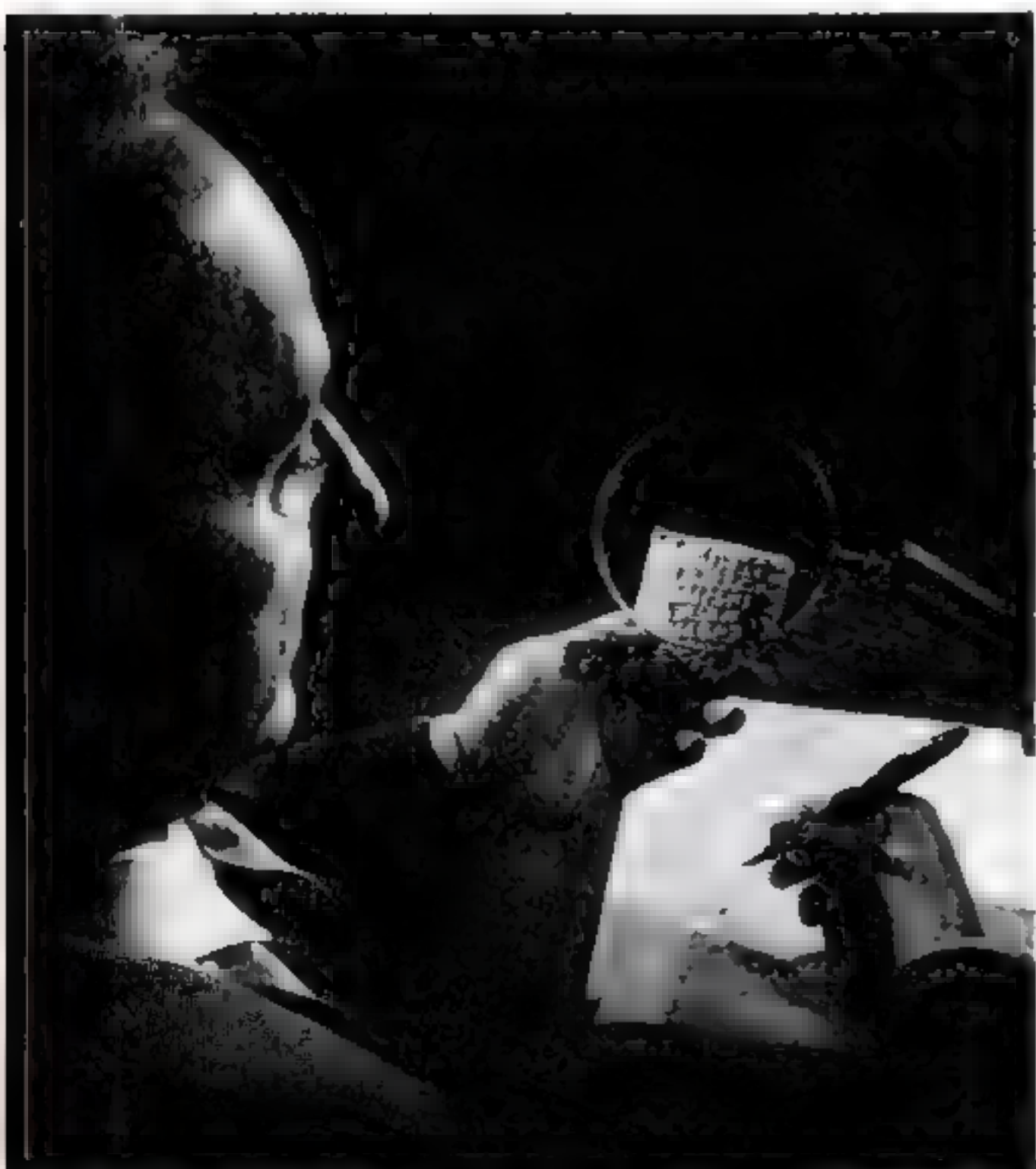
MARGARINE MANUFACTURERS
Munsey Building, Washington 4, D. C.



BREAKING CLAY ENVELOPE which covers legal document, Professor Stephens removes fragments piece by piece. He will glue them back together.

3,500-YEAR-OLD TABLET IS OPENED

To protect their legal contracts, Babylonians enclosed them in clay envelopes. Then they wrote the contract again on the envelope. When disagreement arose, the envelope could be broken and compared with the tablet inside to see if there had been any tampering. The pictures on this page show how Professor Stephens broke a 3,500-year-old envelope to translate its inner tablet. The tablet read, "Apil-Sin the older brother, and Irra-igmil the younger brother, are the children of Manatum and Urziedina. If Urziedina to Manatum, his wife, 'Thou art not my wife' shall say, Urziedina shall forfeit the house and the children. If Apil-Sin and Irra-igmil to Manatum their mother shall say, 'Thou art not my mother,' for silver she shall sell them." The announcement that the boys are children of the couple is the Babylonian formula for adoption. To proclaim legally "Thou art not my wife" is the method of divorce. Apparently this strangely unilateral agreement worked out well, as the envelope remained unbroken for 3,500 years.



WRITING IN BABYLONIAN, the professor studies cuneiform impressions with magnifying glass, transcribes them into phonetic syllables for translation.

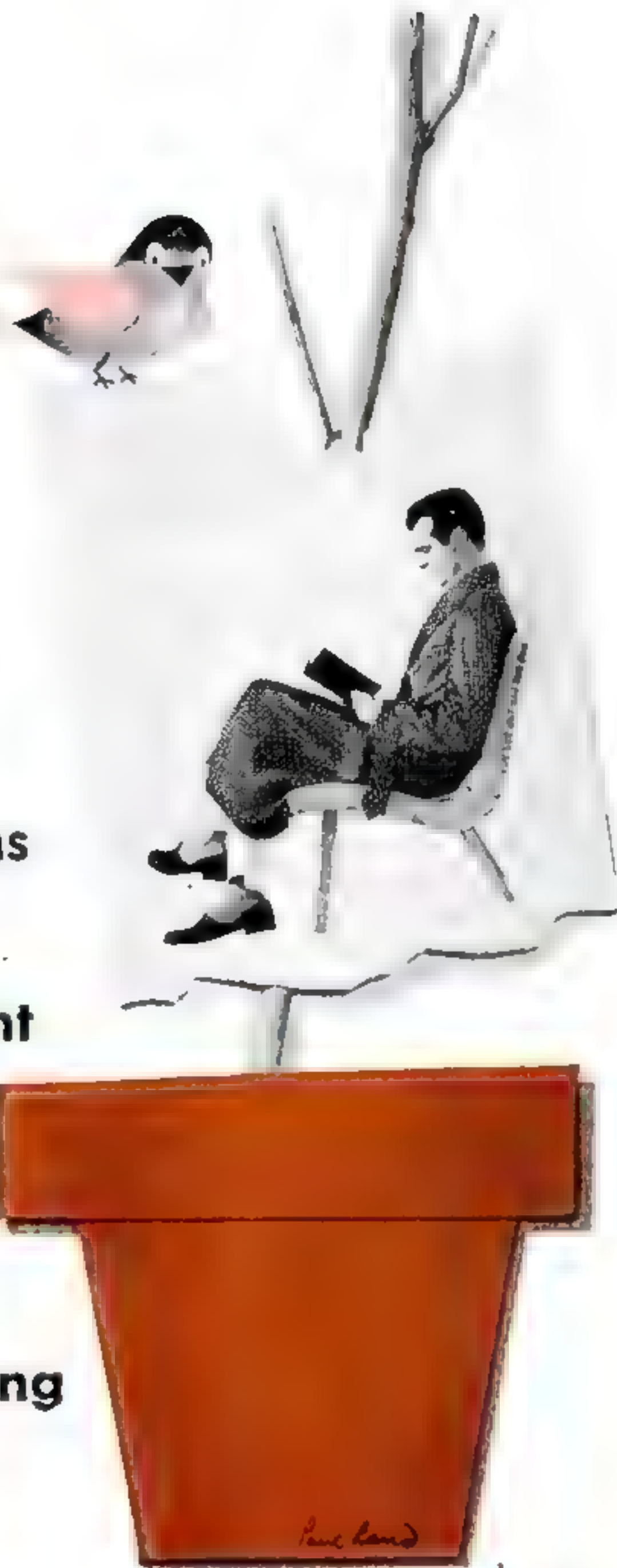
all

signs

point

to

spring



It's the capricious season...when a robe that's
bright in hue and light in weight is right for you.
That's a Stafford Robe*...impeccably tailored in gay,
colorful foulards...of superior Celanese** rayon yarn...
woven with extraordinary skill, and authentically printed
in the little New England town to whose name they've brought fame.
At better men's wear and department stores
everywhere... **STAFFORDWEAR, INC.**,
3 East 40th St., New York 16, N.Y.,
or 608 South Hill St., Los Angeles, Calif.



© 1946 STAFFORDWEAR, INC. *REG. U. S. PAT. OFF. **PAT. PENDING



A SHAGGY CAMEL named Mabel cranes her head toward an assortment of home-bred desert queens gracing the stairway of a mock Arabian tower erected at Indio, Calif.

for the annual date jamboree. The girls, dressed in sandals and flowing, diaphanous skirts, are candidates for the local title of Scheherazade. Some of them look as bored as Mabel.



COSTUMED COUPLES DANCE IN A DATE-PALM GARDEN

Life Goes to a Date Festival

Big harvest celebration is full of phony Arabs and frisky camels

Once a year the 4,000 citizens of Indio, Calif. happily watch their town's population abruptly swell to four times its normal size. The occasion is Indio's annual date festival, held to celebrate the winter date harvest. This year well-heeled growers, rubbing their palms over a profitable crop, spent \$200,000 to transform the town into an Arabian Nights oasis. Through groves of 40-foot palms amateur riders masquerading as Bedouins clattered recklessly on real Arabian stallions (*right*). In streets decorated with Arabic symbols smelly camels vied with pretty houris (*opposite*) for the crowd's attention. Everywhere people discussed dates, pinched dates and even ate dates (*next page*). To uninformed tourists, date-wise natives also eagerly explained that date groves are sometimes called harems because one male pollen tree is planted in the middle of 50 female palms.



RIDERS IN DESERT GARB PULL UP THEIR MOUNTS IN A SWIRL OF DUST AFTER A RACE ALONG A PALM GROVE



CAMEL RACES were held on ungainly double-humped beasts rented from a training farm for movie animals. Here a contestant mounts his steed and clings for dear life.



A FRISKY STEED suddenly reverses its field and dashes down the arena away from the finish line. Its rider, an adventurous girl, managed to stay on during the wild flight.



JEWELER'S MASTERPIECES... in the tradition of fine craftsmanship featuring a hand engine-turned design in gold and silver tones. At better stores...cigarette case 11.00, powder case 10.00. No Federal tax. **THE SET 21.00**
Other Wadsworth Powder Cases 2.00 up

Wadsworth

CASES

THE WADSWORTH WATCH CASE CO., INC., DAYTON, KY.

Free—send for "Powder Cases Today and Yesterday" and Wadsworth fashions as advertised in Life

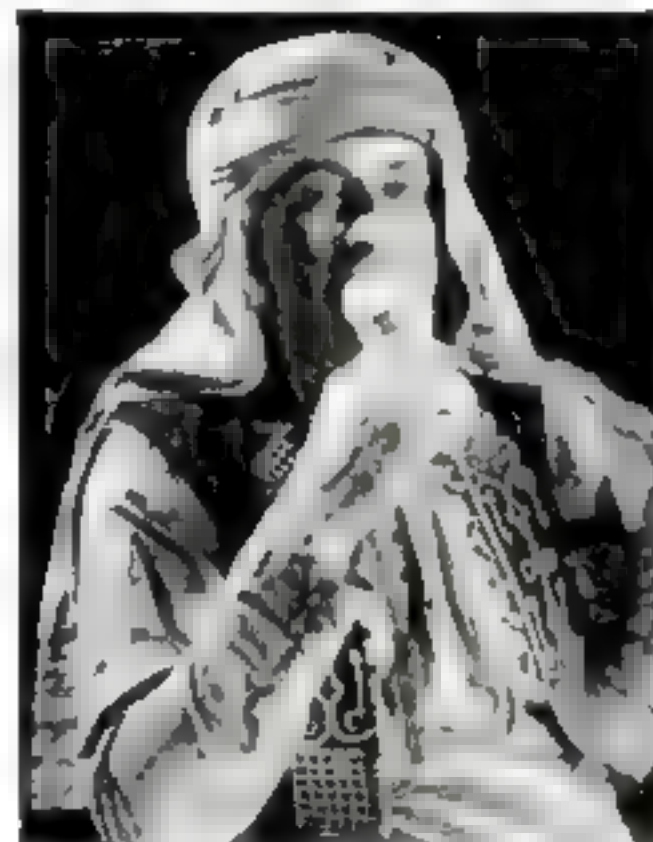
Prices slightly higher in Canada

Date Festival CONTINUED

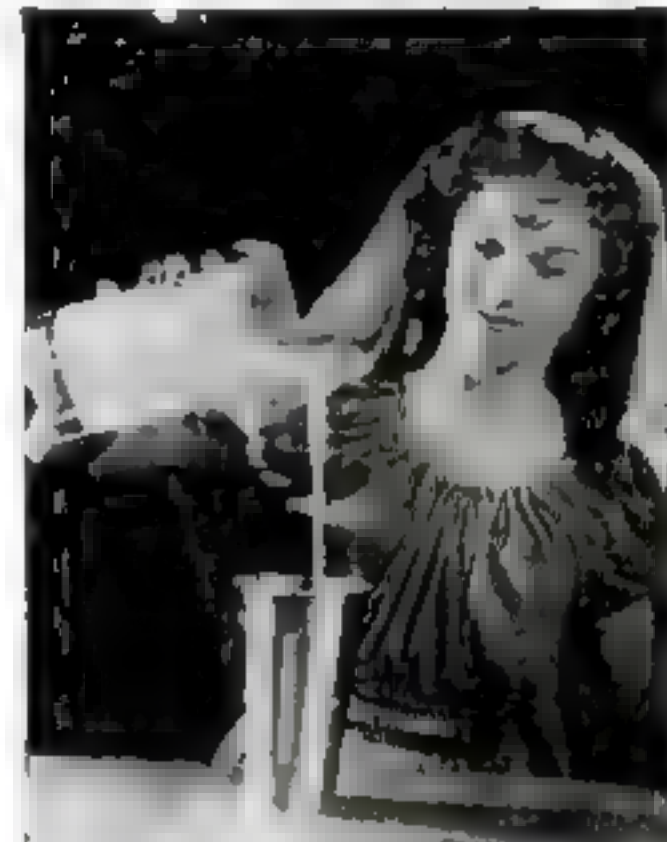
INDIO IS NUTS ABOUT DATES



PLAIN DATES fresh from tree, are sampled by an Indian in Arabian head-dress. One tree may yield more than 350 pounds of the fruit, which is 65% sugar.



DATE ICE CREAM is rich confection studded with chopped bits of fruit.



DATE MILKSHAKE has thick date paste added to the regular ingredients.



DATE SWEETMEATS, stuffed and sugary, are nibbled by a wary visitor.



DATE CATSUP has 40% date filler, is used on hamburgers and hot dogs.

Be **FIRST** to Own a
**SPORTING
ASH TRAY!**

Only \$2.95

Laugh at First Sight
For home, office, bar
or prizes, gifts...

Modeled by Lambert, America's leading sculptor-caricaturist, from Palestine, new wonder material. Amusing six inches tall in full color; hand painted.



'Slider Sam'



'Gutter Gus'



'Minnow Mac'

Send check, money-order, \$2.95 each, add 15c each to cover postage, handling. C.O.D.'s accepted. Money refunded if not satisfied. Fill out coupon below.

JEFF

Distributors, Inc.
Chicago Hollywood

For Jeff Distributors, Inc.,
6247 N. Broadway, Chicago

Please send me ash trays as indicated at \$2.95 each.

Gutter Gus ☐, Gutter Gussie ☐, Slider Sam ☐

Minnow Mac ☐ I enclose \$_____

Send to: (My name, address) _____

Air Step

THE SHOE WITH
THE YOUTHFUL FEEL



FASHION FAIR
MARCH 13 TO 27

See our page advertisement in
this issue for other Air Step styles.
Air Step Division, Brown Shoe Company, St. Louis



For That
GLOW OF HEALTH



In One Luscious Blend

ALL THIS WEALTH OF HEALTHFUL GOODNESS!

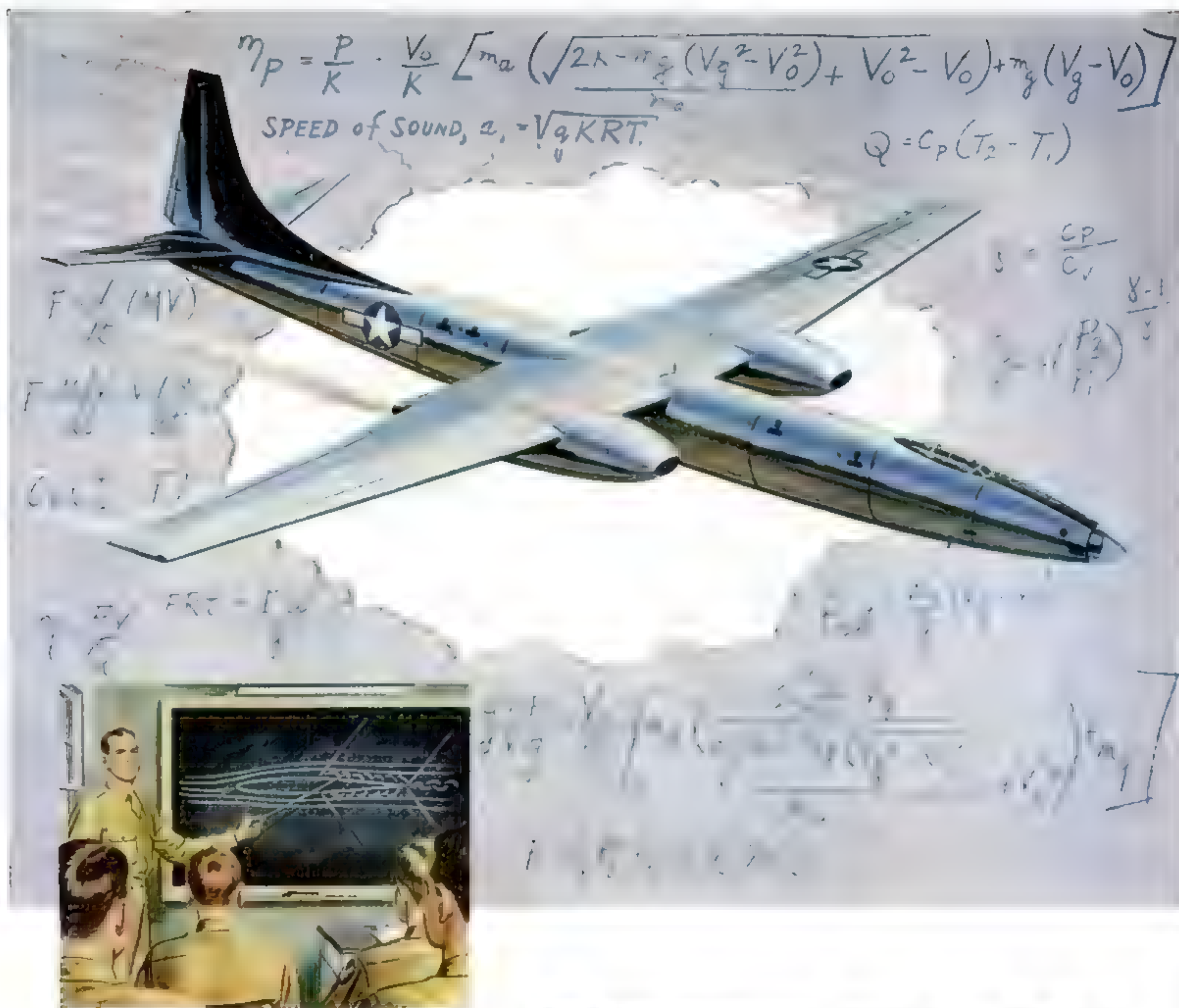
1. Gold mines of VITAMIN C
2. Other VITAMINS and MINERALS
3. Help fight COLDS and FATIGUE
4. Help maintain ALKALINE reserve
5. Help build STRONG BONES and teeth
6. Stimulate DIGESTIVE juices
7. ENERGY from fruit sugars
8. MILDLY LAXATIVE



© 1948,
FLORIDA CITRUS COMMISSION
Lakeland, Florida

FLORIDA BLENDED
ORANGE - GRAPEFRUIT JUICE

ALSO TRY FLORIDA CANNED GRAPEFRUIT JUICE . . . ORANGE JUICE . . . GRAPEFRUIT SECTIONS . . . TANGERINE JUICE



TOMORROW'S AVIATION SPECIALISTS. The U. S. Air Force offers interested young men an unequalled chance to launch profitable, useful careers in a wide variety of aviation fields.

Handwriting on the Sonic Wall

Those long, mysterious-looking equations you see above stand for principles of jet propulsion — a force that is opening the battle of the century. Using it, man hopes to break through the grim barrier that keeps him from reaching speeds greater than that of sound.

Who will win? If past performance is any indication, man will — largely because he has so much support in his corner. Take men like those in the picture. They are tomorrow's Jet Airplane and Engine Mechanics, working now on the material with which they will help the U. S. Air Force reach supersonic speeds.

How did they get into this new field — one which assures them solid places in tomorrow's

aviation? They enlisted in the Air Force under the Aviation Career Plan, a new opportunity — unlike anything offered before — and one that every young American should consider if he wants a career in a fast-moving science.

The Aviation Career Plan makes it possible for a high school graduate between 17 and 34 years old to choose the specialized training in which he is most interested, qualify for it *before* he enlists, and be guaranteed assignment to it after completion of basic training.

The course offered in Jet Airplane and Engine Mechanics is only one of more than 40 fine courses available for selection. They cover such broad fields as Airplane Maintenance, Armament, Radar

and Radio, Construction, Wire Communications, Clerical and many others. Nowhere else is there a wider range of training; nor can the experience gained be duplicated.

If you want to get your start now, get in on the air-ground floor by getting full details on the Aviation Career Plan. Your nearest U. S. Army and U. S. Air Force Recruiting Station will be glad to talk with you about it.

THE CADETS ARE FLYING AGAIN!

Learn to fly with the U. S. Air Force. Your nearest U. S. Army and U. S. Air Force Recruiting Station has full details.

U. S. Army and U. S. Air Force Recruiting Service

YOUR ARMY AND AIR FORCE SERVE THE NATION AND MANKIND IN WAR AND PEACE



PHILIPP HUNG HIS ART AMONG SALAMI AND BOLONEY IN DELICATESSEN

DELICATESSEN ARTIST

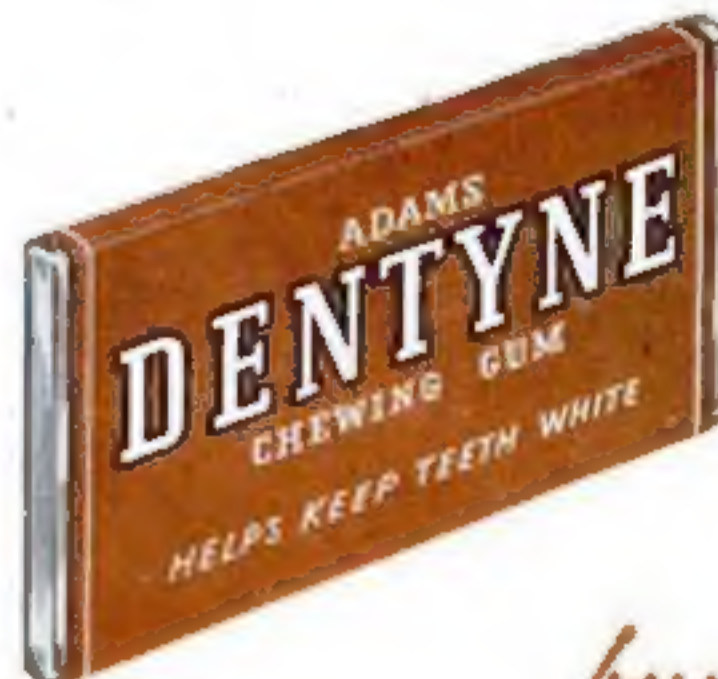
Painting waiter is a big success in the art world

Until three months ago Walter Philipp was just a good-natured waiter who served sandwiches and quick hot drinks to the patrons of the 58th Street Delicatessen on New York City's Third Avenue. Today he is the envy of professional artists. In his spare time Philipp painted street scenes and clowns and hung his works of art among the salami and boloney in the delicatessen. There the director of 57th Street's Artists' Gallery saw his pictures, gave him a one-man exhibition. On the first day every picture was sold. Artist Philipp has given up his delicatessen job to paint, and he isn't worried about the future. If his pictures stop selling, he says philosophically, he can always go back to cold cuts.

CONTINUED ON NEXT PAGE



*"That's dating sense Pal
-girls all like Dentyne"*



Dentyne's flavor-refreshment is sure of a welcome in any crowd—it's keen chewing gum!

And Dentyne not only has delightfully different, long-lasting flavor, but its pleasantly chewy texture helps keep teeth sparkling.

Enjoy Dentyne often and pass around the pleasure. For variety, try the other delicious Adams quality gums, too. Always—

buy gum by Adams



Reg. Trade Marks



Day
and
Night-

REIS
is
RIGHT!

Yes, Reis provides around-the-clock comfort and smartness, and always in latest styles. By day—Reis smart-looking, long-wearing shorts and undershirts provide exact fit, extra comfort. At night—Reis pajamas give good looks and restful slumber because they're made with the exclusive Reis-Tex Belt*, tailored to trouser smartness. Stripes, solid colors, patterns in many styles.

Robert Reis & Co.
2 Park Avenue, New York 16, N. Y.



CHANGE TO

1885

REIS

1948

Also Reis shorts with elastic backs, French backs and the famous Reis "Pleat-O-Seat"* for added roominess without bunching.

*Exclusive patented features.

SPORTSWEAR • UNDERWEAR • PAJAMAS • HOSE

By the makers of the famous Reis Scandals

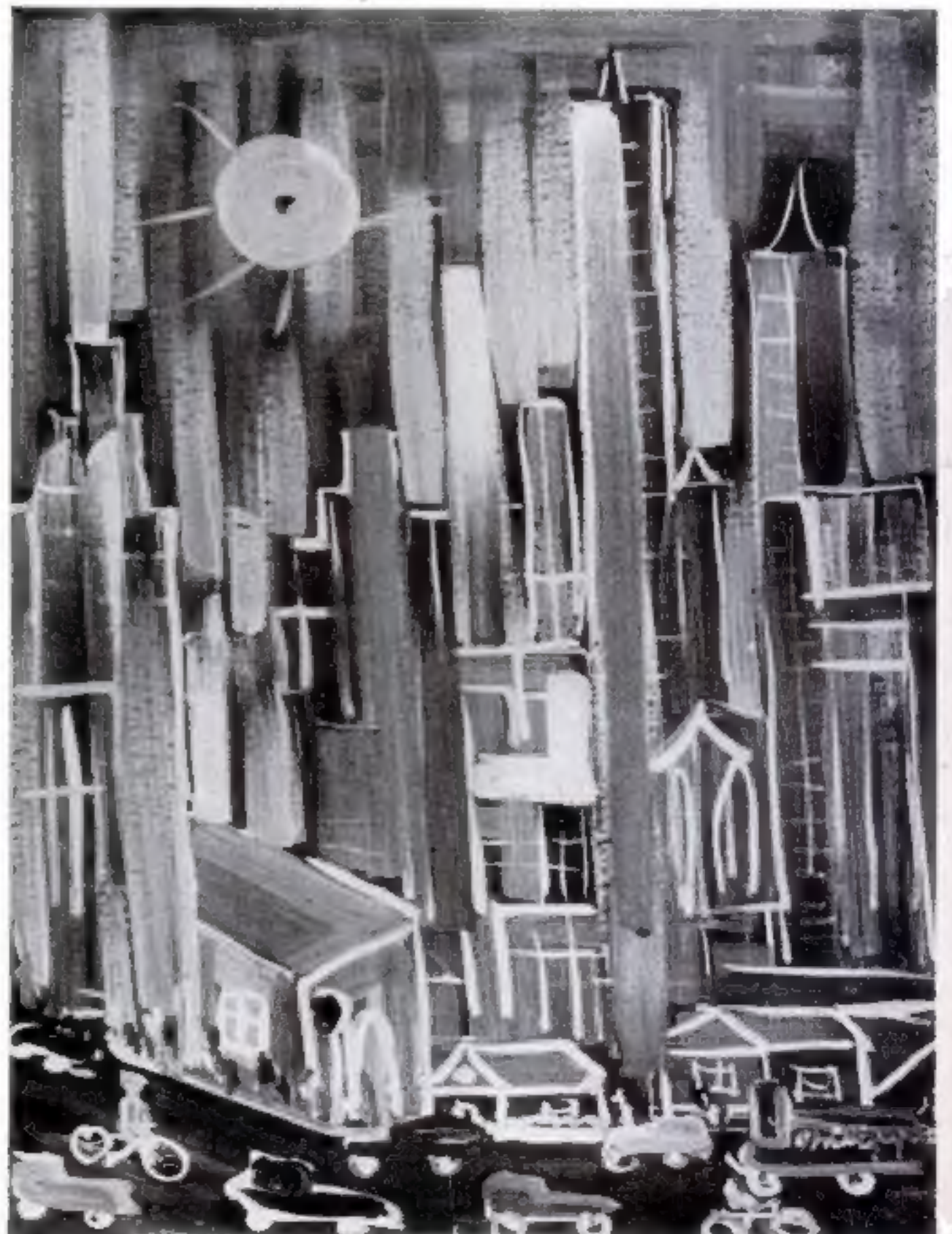
Delicatessen Artist CONTINUED



DELICATESSEN PATRONS abandon a pastrami sandwich on rye bread to admire one of Waiter Philipp's paintings. He now values this painting at \$250.



CLOWNS are Philipp's favorite subjects because he came from a family of circus clowns in Germany, where he was born. Philipp never took art lessons.



"STREET SCENE" is Philipp's impression of New York skyscrapers and subway entrance. Critics like genuine feeling he manages to get into his work.



HEAD OF THE BOURBON FAMILY

The door swings wide on a warm welcome when Old Grand-Dad is in the picture. There just can't be a richer, smoother bourbon anywhere than the Head of the Bourbon Family.

OLD GRAND-DAD

National Distillers Products Corp., New York, N. Y.



100
PROOF



**WHY ARE MORE PEOPLE
SMOKING CAMELS
THAN EVER BEFORE?**

**BECAUSE
EXPERIENCE IS THE
BEST TEACHER!**

Vic Scott

Champion Outboard Racing Driver

He holds the world's record for Class C Outboard Motorboats—57.325 miles per hour for 5 miles! 1947 winner of the famous Albany-to-New York Outboard Marathon.

"In 12 years of outboard racing, I've found that 'experience is the best teacher,'" says Vic Scott. "And that's true in choosing a cigarette, too. Through the years, I've tried many brands. I've compared them—for mildness, for cool smoking, for full flavor. I learned from that experience that Camels suit me to a 'T!'"



**LET YOUR "T-ZONE"
TELL YOU WHY!**

T for Taste...

T for Throat...

that's your proving ground
for any cigarette. See if CAMELS
don't suit your "T-Zone" to a "T."



ALL OVER America—from coast to coast—from border to border—more people are smoking Camels than ever before. Millions of smokers have found by experience that cool, mild Camels suit them to a "T."

Try Camels yourself. Compare them—for mildness, coolness; for full, rich flavor. Let your "T-Zone"—that's T for Taste and T for Throat—tell you why Camels are the "choice of experience" with millions of smokers—with more people than ever before!



Three nationally known independent research organizations asked 113,597 doctors to name the cigarette they smoked. More doctors named Camel than any other brand.

According to a Nationwide survey:

More Doctors smoke Camels than any other cigarette

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.